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ABSTRACT

This final report presents an independent formative and summative evaluation of the National Library Services for the Blind and Physically Handicapped (NLS/BPH) braille and audio magazine program. In this program, 77 magazines are distributed directly to subscribers, with 43 magazines available on audio flexible discs and 34 magazines available in braille. A total of over 2.7 million magazine copies are mailed each year. Study findings include: patrons collectively expressed the most interest in receiving a magazine in the areas of news/current events, mystery and detective fiction, health and nutrition, history, and popular culture; both Braille and audio users expressed satisfaction with the service; there was consistency between the demographic data provided by NLS/BPH and the data collected by the evaluation process; patrons who do not subscribe are either unaware of the program or do not like the flexible disc audio format; and there is widespread support for the program among librarians and patrons throughout the country. Policy recommendations addressed the following areas: magazine selection; processing of magazines published in multiple editions; and regular evaluation of the magazine program. Appendices include patron survey instruments and a librarian survey instrument. (DB)

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The Library of Congress

Evaluation of the NLS/BPH Braille and Audio Magazine Program

Final Project Report

November 20, 1996

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BOSMA & ASSOCIATES
INTERNATIONAL

700 - 555 West Hastings Street
Vancouver, BC V6B 4N5
Phone: (800) 377-2944
Fax: (800) 377-0866

1111 Third Avenue, Suite 2500
Seattle, WA 98101
Phone: (800) 377-2945
Fax: (800) 377-0866

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Executive Summary

Executive Summary

The National Library Service for the Blind and Physically Handicapped (NLS/BPH), Library of Congress, administers a free national library program of braille and recorded materials for blind and physically handicapped persons. With the cooperation of authors and publishers who have granted the NLS/BPH the right to use copyrighted works free of charge, the service selects and produces full-length books and magazines in braille and on recorded disc and cassette. Reading materials (books and magazines) and playback machines are sent to over 600,000 borrowers by postage-free mail. Established originally by Congress in 1931 to serve blind adults, the program was expanded to include children in 1952, to provide music in 1962, and to include individuals with other physical impairments that prevent the reading of standard print in 1966.

The audio and braille magazine program is administered by the NLS/BPH wherein 77 magazines are distributed directly to subscribers. Magazine frequencies range from weekly to quarterly. The audio magazine program is comprised of 43 magazines which are recorded and then pressed onto flexible discs. The braille magazine program is comprised of 34 magazines transcribed into Grade II braille, embossed, and distributed. Subscribers can either retain their copies or discard them locally. Subscription levels range from 100 to 15,000 per magazine and total 167,000 overall. A total of over 2.7 million magazine copies are mailed to readers each year. These figures exclude the NLS publications Talking Book Topics and Braille Book Review.

This report represents an independent, formative and summative evaluation of the NLS/BPH Magazine Program. Overall, the purposes of the project were to evaluate the effectiveness of the NLS/BPH Magazine Program as well as to determine patron satisfaction with the program. The primary task of the project was to determine whether the current selection of magazine titles meets the reading needs of programs users.

Overall Conclusions

- It is evident from the results of the evaluation that NLS staff know and understand their patrons quite well. The patron demographic information provided by NLS/BPH to Bosma & Associates staff at the start of the evaluation and the actual patron demographics collected throughout the evaluation process were very consistent.

- It should be noted here that the network librarians interviewed demonstrated a great deal of interest in the program and the vast majority have very positive feelings about the program as well. All individuals were knowledgeable about the program and several were particularly well-prepared for their telephone interviews -- some had even spent time consulting with magazine point persons, support staff, and Readers' Advisors, etc. It was also evident throughout the discussions that the majority of librarians feel that format issues are the single greatest problem within the Magazine Program, and that, once audio format titles are made available on cassette, format subscription rates will probably rise dramatically.

- The results of the evaluation clearly indicate that the reasons that patrons do not subscribe to NLS magazines have little to do with dissatisfaction with the Magazine Program or with the selection of subjects and titles available. The primary reasons that more patrons do not subscribe to NLS magazines are first, that they are unaware of the NLS Magazine Program and second, that they do not like the flexible disc format. As NLS continues to move from flexible discs to audio cassettes as the primary audio format, they will need to consider the implications of this change on future subscription levels.

- A key factor contributing to the success of the NLS Magazine Program has been the strong support for the program among both librarians and patrons throughout the country. While librarians were quick to convey that the Program provides an essential service to blind and vision impaired library patrons, patrons throughout the surveys and focus groups repeatedly expressed their gratitude to NLS for providing the magazine service.

Project Findings

- Patron Demographics -- Three-quarters of Braille Users reported that they had begun to use braille and/or audio materials by the age of twelve; the opposite pattern was evident for Audio Users and Non-Users. While 90 percent of Braille Users indicated they were blind, few reported having multiple disabilities. On the other hand, the majority of both Audio Users and Non-Users indicated they had multiple disabilities with vision impairment being their primary disability.

- Patron Reading Characteristics -- Approximately nine-out-of-ten Braille and Audio Users indicated they read both magazines and books. While nine-out-of-ten Non-Users indicated they read books, they were less likely to read magazines and more likely to read newspapers than their counterparts. Braille Users were somewhat more likely to read on a daily basis than Audio Users and Non-Users. The majority of patrons 65 years of age and older indicated they read daily; patrons 21 years of age and younger were more likely to read weekly. When asked to indicate a preferred reading/learning format, Braille Users indicated preferences for braille and cassette, Audio Users indicated a preference for cassettes, and Non-Users indicated preferences for both cassettes and print.

- Magazine Use -- Braille Users were more likely to receive 2 to 5 magazines while Audio Users and Non-Users were more likely to receive 1 to 3 magazines. All three groups reported that they regularly read 1 to 3 magazines. When asked to discuss the formats they use to access information in magazines, almost three-quarters of Non-Users indicated they use print and slightly less than half of Non-Users indicated they use magazines on cassette. When asked what their reasons for not receiving any flexible disc magazines were, Non-Users indicated they were not aware of the NLS Magazine Program and/or do not like using flexible discs.

- Magazine Subject Areas, Reading Formats, and Reading Patterns -- In general, all three groups of patrons collectively expressed the most interest in receiving a magazine in the following subject/content areas: news and current events, mystery and detective fiction, health and nutrition, history, and popular culture. All three groups collectively expressed the least interest in receiving a magazine in the following subject/content areas: children's materials, ethnic interests, journalism and writing, men's materials, parenting, poetry, retirement, and teenage materials. Braille Users expressed strong interest additionally with regard to consumer concerns, cooking, general culture, science, and travel. While Audio Users identified no additional areas of strong interest than those already mentioned, they did express less interest in the additional areas of crafts and gardening. Similarly, Non-Users expressed less interest in the additional areas of finance/money/investing, communications, and political issues.

Braille Users highlighted braille as the preferred format for topics dealing with animals/pets, book reviews, communications, computers/computing, cooking, crafts, health/nutrition, home, news/current events, poetry, recreational projects for the home, science, and women's materials. They also displayed no preference in format for topics dealing with children's materials, ethnic interests, gardening, men's materials, parenting, retirement, sports, and teenage materials.

- Magazine of the Month -- Eighteen percent of Audio Users indicated that they subscribe to Magazine of the Month. For the most part, subscribers indicated that the subject matter of the different magazines chosen appeals to their personal reading interests and that having the varied subject matter of the different magazines was important.

- Satisfaction with NLS/BPH Magazine Program -- Overall, both Braille Users and Audio Users indicated they were satisfied with the timeliness of magazines as well as with the overall quality of the magazines. While half of Braille Users indicated they were satisfied with both the choice of subject areas and titles available in braille to them, one-quarter of Braille Users conveyed dissatisfaction with braille magazines in both areas. For the most part, more of their Audio counterparts were satisfied and fewer dissatisfied with the choice of subject areas and titles available on flexible disc to them. In general, patrons indicated they were satisfied with the amount of time it takes for publications to be transcribed and/or recorded. On some occasions, they identified problems with the timeliness of magazines -- especially with regard to contests, new product reviews, and/or other events which are time sensitive.

  Librarians rated the extent to which the choice of titles and subject areas available on flexible disc and in braille meet the needs of their patrons moderately well to very well. Almost all librarians conveyed that the NLS magazine service is well done. When discussing whether braille or audio patrons are better served by the Program, most librarians noted that audio patrons are better served.

  When asked to discuss their overall impressions of the NLS Magazine Program, almost all librarians immediately urged NLS to stop producing the flexible discs as soon as possible. Most were quick to convey that the Program provides an essential service to blind and vision impaired library patrons. Several librarians reported that the Program needs ongoing evaluation on both the national and regional level -- especially in terms of the specific titles and subject areas currently available to library patrons.

- Policy Recommendations of the Advisory Committee -- A first policy issue discussed among the members of the Advisory Committee was the guidelines that should be used to determine whether a magazine is produced in audio or braille or both. For the most part, the committee concluded that braille generally tends to be the most appropriate format to use when the contents of the magazines are more informative and/or reference-oriented in nature rather than for leisure and pleasure purposes.

A second policy issue discussed at the Advisory Committee meeting was whether NLS should maintain its current policy of producing a magazine until it is no longer published. The committee recommended that the magazine collection should be evaluated regularly by a magazine selection committee and changes made based on regular print circulation statistics, reader surveys, and the recommendations of the selection committee.

A third policy issue discussed among members of the Advisory Committee was how NLS should handle the production of magazines published in multiple editions that vary by region. The Committee resolved that NLS should continue to produce magazines published in multiple editions that vary by region in the same manner as they are now until a future magazine selection necessitates a change in policy.

A fourth policy issue discussed among members of the Advisory Committee explored approaches to evaluating the magazine program that might allow for more frequent reviews. For the most part, everyone agreed that the selection of magazines needed to be formally evaluated more often than in the past. The general consensus was that, as mentioned above, the magazine collection should be evaluated regularly by a selection committee and that a comprehensive survey and evaluation should be conducted every ten years.

The Design of the Evaluation

The Role of Evaluation in Program Development and Implementation

While evaluation is primarily viewed as the process of determining the merit and worth of the object being evaluated, it is important to note the difference between the goal and role of an evaluation. The **goal** of an evaluation is to provide answers to the significant evaluative questions which have been raised, whereas the **role** of an evaluation refers to the ways in which those answers are used.[1] In this sense, the goal of conducting evaluation remains fairly constant across different evaluation contexts. However, the way in which evaluation information is collected and used can vary greatly in different evaluation settings.

Evaluators also make a distinction between summative, formative, and needs assessment approaches to evaluation. **Summative** evaluations are aimed at determining the essential effectiveness of programs and are often important to top administrators and funders in making decisions about the continuation or termination of programs. A summative evaluation typically examines whether a project implemented the activities intended and documents the outcomes which have occurred. Evaluations of this type generally take place at the conclusion of a project/program or at a point when the project has had enough time to reach a reasonable level of stability.

On the other hand, **formative** evaluations focus on ways of improving and enhancing programs. A formative evaluation typically examines the clarity/focus of a project's goals and intended outcomes or looks for ways in which the operations of a program can be improved during a period of development. Formative evaluations can be conducted, not only in the initial stages of development, but at any point in the life of a project or program. They are generally most useful to the program administrators and staff directly involved with operating the program.

Needs assessment evaluation is used to collect information related to the need for a project, service, or product. Needs assessment evaluations are aimed at determining whether there is a sufficient need for the program, service, or product under consideration and then whether the difference the proposed entity can make is worthwhile enough to pursue. While needs assessment evaluations are typically conducted prior to implementation by key decision-makers and/or potential sponsors, they can, like formative evaluation, be conducted at any point in the life of a project or program when that type of information is needed. This evaluation is an example of all three types of evaluation.

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[1] Scriven, Michael. "The Methodology of Evaluation." In B. R. Worthen & J. R. Sanders, *Educational Evaluation: Theory and Practice*, (Belmont, CA: Wadsworth, 1973).

Overview of the NLS/BPH Magazine Program

The National Library Service for the Blind and Physically Handicapped (NLS/BPH), Library of Congress, administers a free national library program of braille and recorded materials for blind and physically handicapped persons. With the cooperation of authors and publishers who have granted the NLS/BPH the right to use copyrighted works free of charge, the service selects and produces full-length books and magazines in braille and on recorded disc and cassette. The NLS program is funded annually by Congress -- almost $43 million in 1995 appropriations. Through an additional appropriation to the U.S. Postal Service, books and materials are mailed as "Free Matter for the Blind and Handicapped." Regional and subregional libraries also receive funding from state, local, and federal sources.

Books are distributed to a cooperating network of approximately 140 regional and local libraries where they are in turn circulated to eligible borrowers. The library network also provides readers with the opportunity to enroll in the program, book circulation, assistance in selecting and subscribing to magazines, and equipment loans for the playback of audio books and magazines. The network is divided into four conferences (North, South, Midlands, and West) which meet regularly to discuss and respond to national and regional needs. Advisory committees and focus groups formed by NLS/BPH recognize these regional differences and have incorporated representatives from each of the four conferences.

Magazines are sent directly from producers to readers. Reading materials (books and magazines) and playback machines are sent to over 600,000 borrowers by postage-free mail. Established originally by Congress in 1931 to serve blind adults, the program was expanded to include children in 1952, to provide music in 1962, and to include individuals with other physical impairments that prevent the reading of standard print in 1966.

The audio and braille magazine program is administered by the NLS/BPH wherein 77 magazines are distributed directly to subscribers. Magazine frequencies range from weekly to quarterly. The audio magazine program is comprised of 43 magazines which are recorded and then pressed onto flexible discs. The braille magazine program is comprised of 34 magazines transcribed into Grade II braille, embossed, and distributed. Subscribers can either retain their copies or discard them locally. Subscription levels range from 100 to 15,000 per magazine and total 167,000 overall. A total of over 2.7 million magazine copies are mailed to readers each year. These figures exclude the NLS publications Talking Book Topics and Braille Book Review.

The current magazine collection has been developed over many years by the NLS/BPH Collection Development Section. Magazines are selected with the intent of developing a balanced collection that reflects the reading interests of program users. Suggestions are collected annually from readers and network librarians involved in the National Advisory Group on Collection Building Activities. However, the number of magazines produced has changed little throughout the past ten years. Generally, a new title is added only when another one has been dropped.

NLS/BPH also operates a central database and mailing label production facility, the Comprehensive Mailing List System (CMLS), which maintains demographic and magazine subscription data for NLS/BPH program users. Network libraries are responsible for all patron contact (subscription requests, cancellations, address changes, etc.) and forwarding them to the CMLS. The CMLS provides mailing labels to the magazine contractors for each magazine issue at the time an issue is to be shipped. The magazine contractors then mail the magazines directly to subscribers.

Overview of Bosma & Associates International

Bosma & Associates International (BAI) is a full-service research firm offering a wide range of research (qualitative and quantitative) and organizational consulting services to Fortune 500 companies, small to mid-size businesses, and government agencies. BAI professionals provide a combination of experience and skills that include research and statistical design and analysis, quantitative and qualitative methodologies and data collection instruments, database and mail list management, marketing management, strategic and tactical planning, product and program development, human resource management and development, and project management.

BAI has had the following background and experience:

- Over 10 years experience in designing, managing, analyzing, and reporting a wide variety of national and international research projects that have included:
    - customer satisfaction
    - quality measurement
    - competitive analysis
    - new product development
    - market analysis
    - impact studies
    - employee surveys
    - brand equity
    - strategic planning
    - advertising effectiveness

  for a wide variety of Fortune 500 companies, small to mid-size businesses, and government agencies.

- Over 10 years program evaluation across a wide variety of state and federal programs and projects that have examined:
    - the effectiveness and impact of state-mandated change programs
    - state programs focused on K-12 school reform and transformation
    - the impact of school change processes on the quality of education
    - outcome-based education and alternate forms/methods of assessment
    - the cost of implementing interagency early childhood programs
    - the effectiveness of CASSP children's mental health service systems

  for a host of government departments and agencies.

Purposes of the Study

Overall, the purpose of the project was to evaluate the effectiveness of the magazine program as well as to determine patron satisfaction with the program. As outlined in the RFP, the primary task of the project was to determine whether the current selection of magazine titles meets the reading needs of programs users. The specific purposes of the project are outlined as follows:

Evaluating Patron Satisfaction

- to determine whether the current selection of magazine titles meets the reading needs of program users (adults, children, and youth).
- to identify user needs and preferences by format (audio and braille), subject and/or content areas (household, sports, etc.), and user groups (adults, children, and youth).
- to identify and recommend an alternate selection of magazine titles that might better meet the needs of program users.
- to identify and consider network library requests regarding children's and young adult magazines.

Purposes Related to Evaluating the Effectiveness of Program Policies

- to determine what guidelines should be used to determine whether a magazine is produced in a braille or audio format, or both.
- to assess whether NLS/BPH should maintain its current policy of producing a magazine until it is no longer published.
- to identify current trends in magazine publishing and their potential/real impact on the magazine program.
- to evaluate the suitability of individual magazines for production in special media.
- to assess the extent to which NLS/BPH should publish multiple editions of magazines that vary by geographic region, i.e., how should NLS/BPH handle magazines that are published in multiple editions that vary by region.
- to identify alternate and/or simplified approaches to evaluating the magazine program that might allow for more frequent reviews.

General Approach to the Project

Overall, this project used a case study approach combining qualitative (group discussions, focus groups, and records analysis) and quantitative (mail and telephone opinion survey instruments) data collection methods to gather the information needed. As stated earlier, the results of the study will be used to evaluate the effectiveness of magazine program policies as well as to determine patron satisfaction with the program.

In describing research methodology, the terms "qualitative" and "quantitative" are often used in two distinct ways: (1) to describe the overall methodological framework used in a study, e.g., a series of focus groups suggests an approach that is more qualitative in nature and a mailed survey suggests an approach that is more likely to be quantitative in nature; and (2) to describe methods of collecting and analyzing information, e.g., while providing only verbatim comments to an open-ended interview question is more qualitative, the comments themselves could also be organized into quantifiable categories such as "25 percent of interviewees indicated general satisfaction with the program."

The evaluation design for this project included one quantitative and four qualitative frameworks for collecting/obtaining information throughout the study. Qualitative methods include the advisory committee meeting which was an open discussion of individuals offering different points of view to broad issues/questions, focus groups with program users, in-depth phone interviews with network librarians, and the review of NLS/BPH records and materials as they pertain to the scope of the project. Using a mail survey was primarily a quantitative method. The evaluation design also included a mail survey to network librarians. Given the nature of the information sought from librarians, their survey was much more open-ended in structure. In addition, a series of 25 follow-up phone interviews with network librarians was also added to clarify any results/findings of the mailed survey which might need greater probing.

In general, this project was divided into three phases. The **first phase** of the project involved a series of general planning activities including contractor orientation at NLS/BPH, a meeting/discussion between NLS/BPH and BAI staff to discuss preliminary aspects of implementing the project, and an initial advisory committee meeting. During this phase of the project, the scope of information to be collected, the methodological framework and sampling plan for collecting information, and specific data collection protocol were reviewed and finalized.

The **second phase** of the project revolved around data collection activities. More specifically, this phase of the project involved the development and administration of a mail survey to 2,500 magazine program subscribers, a mail survey to 1,000 magazine non-users (library patrons who do not subscribe to any NLS magazines), a mail survey to 143 regional/subregional (local) librarians, follow-up phone interviews with a select group of 25 network librarians, and ten focus groups with NLS patrons (nine groups with magazine users and one group with magazine non-users).

The **third phase** centered on data processing, analyzing, interpreting, and reporting the project findings as well as on developing specific recommendations. Although the phases of the project are discussed in the following sections as discrete units, there was, at times, considerable overlap across some of the phases.

Phase I: Planning and Design Activities

In order to ensure the greatest use of project results, it was essential that a collaborative and interactive working relationship be established between NLS/BPH and BAI staff to ensure that the information needs of all appropriate stakeholders be met. Therefore, the first priority and stage of implementing the project was to discuss, understand, and agree on the scope of the project with all appropriate decision-makers.

Upon award of the contract, John Bosma (Project Director), Donna McNear (Vision-Impairment Consultant), Tom McNulty (Library Sciences Consultant), and Mike Rodenburgh (Project Coordinator) traveled to Washington, D.C. on April 22, 1996 to attend a half-day orientation session at NLS/BPH in order to brief BAI personnel on the structure and functioning of relevant aspects of NLS/BPH. In addition, the first trip was used to schedule a half-day planning meeting between NLS/BPH and BAI staff to review preliminary aspects of the project, discuss/organize aspects of the initial advisory committee meeting, organize project managements aspects associated with the project, and clarify roles among the various parties involved in the project.

Upon completion of the first trip, NLS/BPH scheduled an advisory committee meeting held at NLS/BPH offices in Washington, D.C. In addition to collecting and/or preparing any meeting materials which were needed at the advisory committee meeting, BAI was responsible for organizing committee members' reimbursement of travel expenses (as outlined in Section G.5 of the RFP).

On May 23 and 24, 1996, a two day advisory committee meeting was convened at NLS/BPH offices in Washington, D.C. In general, the advisory committee was comprised of representatives of network libraries and organizations of the blind and physically handicapped to participate in discussions of key issues. Since a primary objective of the study was to identify current trends in magazine publishing and their potential impact on the NLS Magazine Program, Tom McNulty of the BAI project team provided a summary of available research on current trends as well as information collected directly from several publishing companies. Overall, the objectives of the advisory committee meeting were to:

- identify and clarify roles among the various parties involved in the project.
- organize project management aspects associated with the project.
- review and finalize the scope, time line, and objectives of the project.
- assure that the needs and concerns of key audiences regarding the project have been sufficiently identified and incorporated into the project design.
- provide BAI staff with the opportunity to conduct pre-study research from NLS/BPH internal resources as well as all other external resources.
- finalize details related to operational definitions, types and amount of data to be collected, data collection methods, and other relevant methodological issues.
- discuss and organize the scope of the focus groups.
- outline the types of final output and products to be submitted.
- coordinate BAI's access to various databases/records needed to implement the project.
- organize the scope and format of the upcoming survey methods.

Three specific issues were resolved at the advisory committee meeting. First, meeting participants (advisory committee members, NLS/BPH staff, and BAI staff) finalized the scope of information to be collected as it related to the objectives of the project. Meeting participants also decided what information, if any, should be collected from all of the groups sampled and what information, if any, should be limited to specific groups. Likewise, meeting participants decided how poor, missing, or inconsistent data should be managed in different types of situations, and when necessary, developed operational definitions from which decisions could be made. As stated earlier, the primary objectives of the project were to identify the effectiveness of the magazine program as well as to determine patron satisfaction with the program.

Second, it was essential that the needs and concerns of key audiences regarding the project be sufficiently identified and incorporated into the project design. Meeting participants reviewed and finalized the methodological framework and sampling plan for collecting project information. A key function of the advisory committee meeting was to review sample composition/numbers and suggest any changes and/or modifications that they felt would ensure and/or improve the representativeness of the sampling. The advisory committee had a number of additional requests which had an impact on upcoming data collection activities.

Third, given the heterogeneity and number of subscribers and the nature of the information to be collected, it was decided that information would be collected using a two-tiered approach. A core set of information (survey questions, phone interview questions, and focus group questions) were collected from all survey and focus groups participants (e.g., adults/children/youth, librarians/subscribers, magazine users/non-users, subject/content areas, regions, etc.). When possible, core information questions were developed in parallel form in order to enhance the analysis of information collected across the various groups sampled. Second, group-specific information was accommodated by including additional sets of group-specific questions to the core set of questions. This allowed for the specific probing of issues unique to each of the identified survey and focus groups.

The outcomes of this phase included the finalized project plan (scope, methodological framework, time line, and objectives), roles/responsibilities, the sampling plan (number and selection criteria) for survey and focus groups, the scope and content of information to be collected from the specific groups involved in the project, and a project management plan for conducting the remainder of the project. Upon completion of this phase, BAI distributed/disseminated revised project plans for review. At this time, contractual changes and/or modifications necessitated as a result of the advisory committee meeting were discussed and negotiated between BAI and NLS/BPH.

Phase II: Data Collection Activities

The second phase of the project revolved around data collection activities. More specifically, this phase of the project involved the development and administration of a mail survey to 2,500 magazine program subscribers, a mail survey to 1,000 magazine non-users, a mail survey to 140 regional/subregional (local) librarians, follow-up phone interviews with a select group of 25 network librarians, and ten focus groups with NLS patrons (nine groups with magazine users and one group with magazine non-users).

Sample Organization. As discussed earlier, a key function of the advisory committee meeting was to review sample composition and suggest any changes and/or modifications that they felt would ensure and/or improve the representativeness of the sample. *First*, a mail survey to 2,500 magazine subscribers was administered using a stratified random sampling plan that was drawn from NLS's CMLS database. In general, the sampling framework was organized to ensure adequate representation for analysis purposes across the following strata:

- 5 age categories -- 4 to 12; 13 to 21; 22 to 44; 45 to 64; 65 to 79; 80+.
- 10 to 12 subject/content areas -- sports, housekeeping, books, news, etc.
- 4 regions -- North, South, Midlands, and West.
- 2 media production formats -- braille and audio (flexible disc and cassette).

A sample of 2,500 (a minimum of 100 in each strata) was used to provide an estimate of percentage difference within each group that would be accurate to between +/- 5 percent (95 percent confidence interval) and for an overall +/- 2.5 percent. In terms of maximizing response rates, multiple strategies were used (initial and follow-up postcard mailings) and a thorough record maintained regarding the number and characteristics of respondents defined as completed surveys, incomplete surveys, refusals, and non-response. Response rates were calculated by dividing the number of surveys mailed by the sum of surveys returned (completed surveys, incomplete surveys, and refusals).

Approximately 45,000 NLS patrons subscribe to one or more magazines. Of this number, 16 percent of subscribers receive at least one of their magazines in a braille format and 90 percent receive at least one of their magazines in an audio format. More specifically, 10 percent receive their magazines only in a braille format, 84 percent receive their magazines only in an audio format, and 6 percent receive magazines in both formats. Based on these numbers, the survey to the 2,500 magazine users was administered as follows: 1,000 of the sampled individuals were selected from users receiving magazines in a braille format with the remaining 1,500 individuals selected from users receiving magazines in an audio format. In organizing the subscriber sample by format (braille/audio), the sample for braille users was drawn first from the list of subscribers receiving at least one of their magazines in a braille format. Likewise, the sample of audio users was then drawn from the list of subscribers receiving at least one of their magazines in an audio format -- excluding any individuals already selected to be part of the braille users group.

Second, a mail survey to 1,000 magazine non-subscribers was administered using a stratified random sampling plan across state and age. In general, the sampling framework was organized to ensure adequate representation for analysis purposes across the following strata:

- 5 age categories -- 4 to 12; 13 to 21; 22 to 44; 45 to 64; 65 to 79; 80+.
- 10 to 12 subject/content areas -- sports, housekeeping, books, news, etc.
- 4 regions -- North, South, Midlands, and West.

Over 500,000 library patron non-subscribers are contained in the CMLS database. A sample of 1,000 was used to provide an estimate of percentage difference that would be accurate to between +/- 5 percent (95 percent confidence interval) and for an overall +/- 2.5 percent. In terms of maximizing response rates, multiple strategies were used (initial and follow-up postcard mailings) and a thorough record maintained regarding the number and characteristics of respondents defined as completed surveys, incomplete surveys, refusals, and non-response.

Response rates were calculated by dividing the number of surveys mailed into the sum of surveys returned (completed surveys, incomplete surveys, and refusals).

Third, a mail survey to network librarians was administered to all of the approximately 143 regional/subregional (local) libraries. In terms of maximizing response rates, multiple strategies were once again used (initial and follow-up postcard mailings) and a thorough record maintained regarding the number and characteristics of respondents defined as completed surveys, incomplete surveys, refusals, and non-response. Response rates were calculated by dividing the number of surveys mailed into the sum of surveys returned (completed surveys, incomplete surveys, and refusals).

Fourth, 25 follow-up phone interviews with a select group of network librarians were used to probe the results/findings of the survey in greater detail. In terms of maximizing response rates, multiple strategies were used (follow-up phone calls) and a thorough record maintained regarding the number and characteristics of respondents defined as completed surveys, incomplete surveys, refusals, and non-response.

Fifth, in addition to the mail surveys and follow-up phone interviews, ten focus groups with NLS patrons (nine groups with magazine users and one group with magazine non-users) were used to gather information of a qualitative nature. The specific scope of work for the focus groups themselves was determined during the initial planning stages of the project.

Dealing with the Issue of Survey Response Rates. The term **methodology** refers to the way in which researchers approach problems and seek answers. Historically, two major theoretical camps have dominated methodology in the social sciences. The first perspective, **positivism**, reflects research efforts which seek the facts or causes of social phenomena apart from the subjective states of individuals. Using a natural science model of research (i.e., "true" experimental designs), positivists search for causal relationships through methods (such as questionnaires, inventories, and demographic information) that produce quantitative data amenable to statistical analysis.

In contrast to positivists, the **phenomenological** perspective relates to research efforts which are committed to understanding social phenomena from the actor's own perspective and in examining how the world is experienced. Phenomenologists often seek comprehensive understanding of social phenomena through the use of qualitative methods (such as in-depth interviewing and participant observation) that yield descriptive data.

Since positivists and phenomenologists usually take on different kinds of problems and seek different kinds of answers, their research often demands different kinds/types of methodologies. In recent years, positivism, or **quantitative** methodology, has come to represent research efforts oriented towards producing numerical data that can be used to make inferences from samples to larger populations. In contrast, phenomenology, or **qualitative** methodology, has come to represent research efforts oriented towards producing descriptive data that can be used to describe the population being studied in detail.

While the ground rules for applying qualitative and quantitative methodologies have remained relatively pure in academic types of settings, the application of different methodologies becomes much more blurred as organizational needs, cost constraints, politics, personalities, and varied educational backgrounds become involved with organizing and implementing research projects.

The attention given to managing survey response rates (critical to the generalizability of sample information to the greater population) has, perhaps, been one of the ground rules that becomes violated the most often in much of non-academic types of market research.

Most research companies typically organize sampling methods in one of two basic ways. A *first* approach to sampling focuses on obtaining a pre-determined number of completed surveys from a specific market segment or demographic group. In these types of situations, a mailing list and/or phone number list are often obtained at a ratio of 10 or 15 to 1 -- depending on what the anticipated response rate for the target group is expected to be. The obvious caveat of this approach is that having obtained 600 completed phone interviews can be misleading if one were not to take into account the 3,000+ refusals or non-responses encountered when conducting the phone interviews or survey mailing due to widespread disinterest. Likewise, generalizing the results of a survey with a 23 percent response rate to the greater population of a company's customer base can be somewhat risky -- you simply do not know why 80 percent of the people did not respond or what their perceptions and feedback would be. The two greatest advantages of using this type of approach is the cost savings and turn-around of quick information that can be used.

A *second* approach to sampling (used much less frequently in applied types of market research) revolves around obtaining a pre-determined response rate of individuals surveyed from a specific market segment or demographic group. In these types of situations, project management energies are channeled into using a variety of aggressive follow-up tactics, such as follow-up mailings, follow-up phone calls, incentives, stipends, and the like to increase response rates. This type of approach is more often used when the total population or universe is known such as in the case where a company which wants to survey a 20 percent sample of its 60,000 employees. While an obvious caveat of using this approach is the cost associated with obtaining higher response rates, recent meta-analyses of survey research projects have questioned the importance and necessity of obtaining higher response rates for general decision-making situations where a moderate amount of variance is acceptable.[2] The obvious advantage of using this type of approach is the defensibility and generalizability of the information especially in situations where legislative accountability and/or similar issues are involved.

Development of the Data Collection Instruments. BAI worked extensively with NLS/BPH staff to design and field test the various data collection instruments associated with the project. When possible, data collection instruments (mail, phone, and focus group questions) were developed in parallel form in order to enhance the analysis of information collected across the various groups of magazine subscribers, magazine non-users, and librarians sampled. For example, if one group was asked to rate their satisfaction with the selection of sports-related magazines available to them, other groups (as is appropriate) were asked to rate the same question. In this way, if different user groups rate the question differently, we could determine a more holistic picture of how and where various groups are in agreement and disagreement.

Throughout this stage, draft copies of the instruments were reviewed by NLS/BPH staff to ensure their clarity and user-friendliness. Additional changes and modifications were made as requested. All questions and concerns raised by NLS/BPH staff were discussed and resolved by BAI to the satisfaction of NLS/BPH staff.

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[2] See for example, *Reassessing the Value of High Response Rates to Mail Surveys*, Douglas Berdie, Marketing Research, September 1989.

Mailed Survey Administration. BAI then administered the three mail surveys (to magazine users, magazine non-users, and network librarians) using the sampling plans and procedures outlined earlier. Data collection activities for the surveys were handled in several steps in order to achieve the maximum response rate possible. First, a postcard alert (braille postcard for braille users and large print postcard for audio users) was sent to all selected survey participants one week prior to the actual survey distribution. The postcard identified the NLS/BPH magazine program as the sponsor of a nationwide research project. It also informed the survey participant how he/she was selected to participate in the study, review their options for responding to the survey, and stress the importance of responding in a timely manner. BAI also recommended that the postcard carry the seal of the NLS/BPH or Library of Congress and that the explanatory note be signed by an appropriate official.

Second, a survey packet was mailed to all magazine users, magazine non-users, and network librarians included in their respective samples. The initial mail survey packet consisted of:

- An outgoing envelope
- Letter of endorsement/support from NLS
- Explanatory cover letter from BAI
- Survey booklet (braille, cassette and large print, or regular print)
- Return envelope

Printed materials were printed on white paper stock using black ink. The librarians' survey packets were sent/returned via first class mail in order to expedite deliveries and returns. Outgoing envelope addresses were laser printed to provide a personalized look. Braille and Audio survey materials were developed according to NLS standards and sent/returned via U.S. Mail as "Free Matter for the Blind" in order to expedite deliveries and returns. All survey materials were submitted to NLS/BPH for review and approval before printing, transcribing, and recording began. The NLS/BPH was identified as the sponsor of the research project, and, as such, all materials included NLS/BPH identification. The survey packets were organized in a uniform manner in terms of how the enclosures were collated and stuffed. Dedicated clerical staff were assigned to work exclusively on this project and staff members were supervised at all times. Returns were sent to our offices via business reply mail and/or the U.S. Mail as "Free Matter for the Blind".

Magazine users and non-users were given the opportunity to respond to the survey in three different ways: completing the survey themselves, completing the survey with the aid of a recorder available to them, and completing the survey via a BAI telephone interviewer. Survey participants were informed in the cover letter of their options for responding to the survey and provided a toll-free 800 number to call for questions and/or to schedule an interview with a BAI telephone interviewer. Respondents had a two week period of time (between July 18th and 31st) in which to conduct their interviews over the phone. The survey materials (questionnaire and cover letter) distributed to braille subscribers also were transcribed into Grade II braille. Cassette recordings of the survey were included with large print survey materials for audio subscribers.

Seven days after the date of the initial survey mailing, a follow-up postcard reminder (braille postcard for braille users and large print postcard for audio users) was mailed to all survey participants stressing the importance of the information being requested of them, reminding them of their options for responding to the survey, and the importance of responding in a timely manner.

The format of the various survey materials for each of the sample groups were organized as follows:

Magazine Users	**(N = 1,000)** Format for	**(N = 1,500)** Format for Audio Sample	
Survey Materials	Braille Sample	Braille Readers	Audio Readers
Postcard Alert	Braille	Braille	LP
Survey Packets			
Cover Letter	Braille/LP	Braille/LP	LP/Audio
Survey	Braille	Braille	LP/Audio
Follow-Up Postcard	Braille	Braille	LP

Magazine Non-Users	**(N = 1,000)** Format for Sample
Survey Materials	
Postcard Alert	LP
Survey Packets	
Cover Letter	LP/Audio
Survey	LP/Audio
Follow-Up Postcard	LP

Network Librarians	**(N = 143)**
Survey Materials	Format
Postcard Alert	Print
Survey Packets	
Cover Letter	Print
Survey	Print
Follow-Up Postcard	Print

Organization of the Focus Groups. In addition to the mail surveys and follow-up phone interviews, ten focus groups with library patrons were used to gather information of a qualitative nature. The term "focus group" has a wide range of interpretations, depending on the context and the individuals involved in organizing their use. On the one side of the continuum, focus groups can be conducted in elaborate settings specifically designed to accommodate video recording with see-through mirrors and the like. In these types of settings, "professional" moderators can cost between $750 to $1,500 per focus group, recorders another $300 to $500, facility rental another $1,000 to $2,000 -- excluding equipment rental, incentives or stipends for participants, travel expenses for both participants and team members, and the cost of analyzing the information collected (transcription, content analysis, etc.).

On the other end of the continuum, focus groups can be organized in an available meeting space (such as a school classroom with students/parents and even a restaurant in rural areas with limited options, etc.) where current project staff have fulfilled both the moderator and recorder roles at their regular rates of pay. The four key project personnel involved with this project -- John Bosma, Donna McNear, Tom McNulty, and Mike Rodenburgh -- have all had extensive experience operating in both roles.

In organizing the focus groups for this project, it was important to use facilities (such as the libraries themselves) that were both familiar and accessible to program users. In most cases, arrangements were easily made for using available space at their local library, which placed program users in an environment in which they are already familiar and comfortable, and helped contain the costs of the focus groups themselves. Likewise, librarians at the location of the focus groups were also used to help recruit participants for the groups.

The specific scope of work for the focus groups themselves was determined during the initial planning stages of the project and the groups were organized as follows:

Focus Groups to be Conducted Concurrently with the Mail/Phone Surveys

- 1 focus group with youth braille/audio users at the youth summer training program in Minnesota (Midlands).
- 2 focus groups (1 with adult braille users and 1 with adult audio users) at the NFB Conference in Anaheim, California.
- 1 focus group with rural adult braille/audio users in Tulsa at the regional library (Midlands).
- 2 focus groups (1 with adult braille users and 1 with adult audio users) at the ACB Conference in Tulsa, Oklahoma.

Focus Groups to be Conducted as a Follow-up to the Mail/Phone Surveys

- 1 focus group with elderly braille/audio users in South Carolina at the regional library (Southern).
- 1 focus group with adult braille/audio users in New York City at the regional library (Northern).
- 2 focus groups (1 with adult magazine users and 1 with adult non-users) in Seattle at the regional library (Western).

As outlined in the RFP, the final scope, schedule, and cost of the focus groups were negotiated between the COTR and BAI once the project had been started through the issuance of individual, firm-fixed price task orders for each focus group (base hourly prices identified in Section B line items 004A, B, C, and D). When the scope of work for a specific focus group had been determined, BAI provided NLS with a written description of the work outlining any deliverables required. BAI, in turn, submitted a written cost estimate for each task order (outlining labor and other costs/materials) to NLS/BPH within ten business days. Within five days of having received BAI's cost estimate for a focus group, the COTR and BAI Project Director reviewed the cost proposal and reached final agreement on cost and schedule. Upon receipt of a signed task order, BAI then proceeded with the focus group.

Scope of Information Collected from Surveys and Focus Groups. While there was a general amount of overlap in the content included across the various data collection methods, the emphasis of the areas varied somewhat. In general, the survey of magazine program subscribers and focus groups with program users placed greater emphasis on, but was not necessarily limited to the following types of issues:

- whether the current selection of magazine titles meets the reading needs of program users (adults, children, and youth).
- recommendations/suggestions for an alternate selection of magazine titles that might better meet the needs of program users.
- user needs and preferences by format (audio and braille), subject and/or content areas (household, sports, etc.), and user groups (adults, children, and youth).
- what guidelines should be used to determine whether a magazine is produced in a braille or audio format, or both.
- Information inferred and/or tracked:
    - the extent to which NLS/BPH should publish multiple editions of magazines that vary by geographic region, i.e., how should NLS/BPH handle magazines that are published in multiple editions that vary by region.

In addition to directly identifying their requests, the survey of network libraries and follow-up phone interviews were used to explore in greater detail, but not necessarily be limited to the following types of issues:

- what guidelines should be used to determine whether a magazine is produced in a braille or audio format, or both.
- the rationale and/or basis for the titles requested.
- the motivation for selecting specific titles, e.g., whether they get specific requests from patrons, whether the motivation is based on what all patrons are interested in, whether their interests are based on award winning magazines or other qualities, etc.
- whether libraries are interested in the most requested and/or most popular titles.
- whether the interest in specific titles is based on regional interests, the recommendations of other sources, and/or trends.
- whether magazines are primarily selected for sighted as opposed to blind patrons.
- whether libraries choose magazines for all children and adults.
- Information inferred and/or tracked:
    - whether NLS/BPH should maintain its current policy of producing a magazine until it is no longer published.
    - current trends in magazine publishing and their potential/real impact on the magazine program.
    - the suitability of individual magazines for production in special media.
    - the extent to which NLS/BPH should publish multiple editions of magazines that vary by geographic region, i.e., how should NLS/BPH handle magazines that are published in multiple editions that vary by region.
    - alternate and/or simplified approaches to evaluating the magazine program that might allow for more frequent reviews.

Phase III: Data Analysis and Reporting Activities

The **third phase** consisted of data entry, data processing/analysis, generation of the designated reports/diskettes, and on developing specific recommendations.

Data Entry Activities. In order to verify and enhance the accuracy of the survey (mail and phone) information, it was essential that discrepancies and inconsistencies in respondents' responses (especially with respondents completing braille versions of the survey) be resolved before the information was processed further. As the mail surveys were returned and the phone surveys completed, the questionnaires were processed through a series of "check-in" procedures. Completed surveys were screened for completeness and inspected for quality of information. When the check-in procedures had been completed, the survey information was ready for editing and coding. All data entry activities were 25 percent verified and an outlier analysis conducted to ensure the accuracy of the data entry.

Open-ended questions and qualitative information were content analyzed in order to identify the themes reflected in the comments as well as other issues which may have emerged throughout data collection activities. In some situations, respondents' verbatim comments to the qualitative/open-ended questions were additionally typed into a word processing program and organized/sorted as appropriate.

The process for analyzing the focus group discussions was similar, however, the focus groups were tape recorded for later review. The focus group discussions were then content analyzed in order to evaluate the information obtained from the discussions. NLS/BPH materials and records were objectively assessed for trends, patterns, and related issues.

Data Analysis Activities. First, a set of banner reports (cross-tabulations) were generated for each of the defined survey groups. The findings/results obtained from this study were obtained on two levels: findings based on self-report information collected directly from the various groups involved in the study and from findings based on inferences/conclusions drawn across all of the various groups involved with the project. The findings related to evaluating the effectiveness of program policies were organized as follows:

> Question #1: What guidelines should be used to determine whether to produce a magazine in audio or braille or both? The information needed to answer this question will be obtained by evaluating and incorporating the ideas, suggestions, issues, and viewpoints of the advisory committee; the expert opinion and research findings of the BAI library science consultant involved with the project; the expert opinion and experiences of the BAI vision-impairment consultant; the ideas, suggestions, issues, and experiences of network librarians; inferences drawn from the survey of subscribers; and from a review/analysis of the information available in the CMLS database.
>
> Questions #2: Should NLS/BPH maintain its current policy of producing a magazine until it is no longer published? If not, what policy should replace it? The information needed to answer this question will be obtained by once again evaluating and incorporating the ideas, suggestions, issues, and viewpoints of the advisory committee; the expert opinion and research findings of the BAI library science consultant involved with the project; the ideas, suggestions, issues, and experiences of network librarians;

inferences drawn from the survey of subscribers; and from a review/analysis of the information available in the CMLS database.

Question #3: What are current trends in magazine publishing and how might they affect our program? The information needed to answer this question will be obtained by evaluating and incorporating the expert opinion, research findings, and experiences of the BAI library science consultant; the opinions and observations of advisory committee members; a review of NLS/BPH magazine subscription patterns/trends and other relevant information which may be available; and inferences drawn from the survey of subscribers.

Question #4: How should NLS/BPH handle magazines that are published in multiple editions that vary by region? The information needed to answer this question will be obtained by evaluating and incorporating the expert opinion, research findings, and experiences of the BAI library science consultant; the ideas, suggestions, issues, and viewpoints of the advisory committee; a review of NLS/BPH magazine subscription patterns/trends and other relevant information which may be available; inferences drawn from the survey of subscribers; the input of the magazine house representative suggested in our original proposal; and a review/analysis of the information available in the CMLS database.

Question #5: Are there simplified approaches to evaluating the magazine program that would allow more frequent reviews? The information needed to answer this question will be obtained by evaluating and incorporating the ideas, opinions, and experiences of all groups involved in the study.

Report Generation Activities. When data processing/analysis activities had been completed, BAI first submitted an outline and page number estimate for the project report to NLS/BPH prior to writing the report. NLS/BPH staff reviewed the outline within five working days. BAI then prepared a draft document of the project report containing an executive summary to highlight the major findings of the project and detailed narrative report with supporting graphics. NLS/BPH staff then had five days to review the draft document. Upon finalization of the project report, BAI submitted ten bound copies of the final report, one unbound copy for duplication purposes, and a floppy diskette containing the report in a WordPerfect 5.1 format.

In general, the results of the project were organized around the primary objectives of the study and will contain at least the following:

- a three-page executive summary.
- a table of contents.
- introduction and background.
- objectives of the study.
- study design and methods used.
- data analysis results and conclusions.
- appendices.

Project Time Frame

Phase I - Planning and Discussion Activities

- April 22nd -- meeting/discussion between NLS/BPH and BAI staff to discuss preliminary aspects of implementing the project
- May 23rd and 24th -- advisory committee meeting
- May 31st -- project workplan finalized and approved

Phase II - Data Collection Activities

- mail survey to subscribers and librarians
  - June 5th -- sample for survey groups organized/finalized
  - June 7th -- survey questionnaires finalized and submitted for printing and transcribing into braille
  - July 5th -- postcard alert mailed to all survey respondents
  - July 12th -- subscriber and librarian surveys mailed
  - July 20th -- follow-up post card reminder mailed out to all survey participants
  - July 18th to July 31st -- phone interviewers available for subscribers to complete their survey over the phone via a 800 #
- focus groups with subscribers
  - June 15th -- final arrangements made to conduct focus groups at the ACB conference in Tulsa and the NFB conference in Anaheim as well as one additional focus group in Tulsa
  - June 18th -- focus group with youth at Minnesota youth training program
  - June 29th to July 5th -- focus groups at ACB, NFB, and Tulsa conducted
  - June 30th -- remaining focus groups scheduled and coordinated with librarians at locations in New York, South Carolina, and Seattle
  - July 29th to August 10th -- focus groups in New York, South Carolina, and Seattle conducted
- follow-up phone interviews with network librarians
  - July 24th -- letter of approach mailed to network librarians selected for an in-depth phone interview
  - August 5th to August 13th -- network librarians scheduled for phone interviews and interviews conducted

Phase III - Data Analysis and Reporting Activities

- survey data processing/analysis activities
  - July 26th to August 21st -- ongoing receipt/check-in, coding/editing, and data entry of subscriber and librarian surveys
  - August 26th -- preliminary survey results and data output available for review
  - August 31st -- full survey results and data output available and submitted to NLS

- focus group processing/analysis activities
    - July 22nd -- content, scope, and results of the ACB, NFB, Tulsa, and Minnesota focus groups condensed/summarized and submitted to NLS
    - August 31st -- content, scope, and results of the New York, South Carolina, and Seattle focus groups condensed/summarized and submitted to NLS
- follow-up phone interview data processing/analysis activities
    - August 12th -- content, scope, and results of the phone interviews condensed/summarized and submitted to NLS
- report generation activities
    - September 16th -- draft copy of project report submitted to NLS for review
    - September 30th -- final copy of project report and corresponding materials submitted to NLS

Focus Group Schedule

Focus Groups to be Conducted Concurrently with the Mail/Phone Surveys

June 18th: 1 focus group with youth braille/audio users in Minnesota (Midlands)

July 1st: 2 focus groups (1 with adult braille users and 1 with adult audio users) at the NFB Conference in Anaheim, California

July 2nd: 1 focus group with rural adult braille/audio users in Tulsa at the regional library (Midlands)

July 3rd: 2 focus groups (1 with adult braille users and 1 with adult audio users) at the ACB Conference in Tulsa, Oklahoma (1:30 / 3:30)

Focus Groups to be Conducted as a Follow-up to the Mail/Phone Surveys

July 29th: 1 focus group with adult braille/audio users in New York City at the regional library (Northern)

July 30th: 1 focus group with elderly braille/audio users in South Carolina at the regional library (Southern)

August 10th: 2 focus groups (1 with magazine adult users and 1 with adult non-users) in Seattle at the regional library (Western)

Project Findings

Organization of the Project Findings Sections

The results of the study will be used to evaluate the effectiveness of magazine program policies as well as to determine patron satisfaction with the program. The evaluation data are presented as answers to the two major questions posed in the evaluation design. The following questions are divided into a series of subtopics which provide a framework for presenting the findings:

- To what extent does the current selection of magazine titles meet the reading needs of program users?
- To what extent have NLS/BPH program policies been effective in supporting the objective of serving the needs of library patrons?

The answers to the questions posed in this study are based on survey information collected from 463 Braille Users, 795 Audio Users, 385 Non-Users, and 88 librarians who returned usable surveys; telephone interview information collected from 23 librarians; and focus group information collected from nine different groups of magazine users and one group of non-users. This is 47 percent of Braille Users, 53 percent of Audio Users, 40 percent of Non-Users, and 62 percent of librarians who received a survey. As discussed earlier, survey respondents were also given the opportunity to complete the survey via a BAI telephone interviewer. Within the survey response information just presented, the survey was completed via telephone with 28 Braille Users, 35 Audio Users, and 6 Non-Users. A complete breakdown of survey response information has been provided in Table 1.

Table 1
Breakdown of Survey Response Rates

Survey Group	Number Mailed	Number of Undeliverables	Number Returned	Response Rate
Braille Users	999	10	463	46.8%
Audio Users	1,499	11	795	53.4%
Non-Users	1,000	33	385	39.8%
Librarians	143	-	88	61.5%

Phone Survey Group	Number Contacted	Number Unresponsive	Completed Interviews	Response Rate
Librarians	38	15	23	60.5%

While no differences could be identified between survey respondents and non-responders, generalizing results to a total population can be somewhat risky. We do not know the opinions and experiences of non-responders who were mailed a survey or contacted for a phone interview, nor the reasons they did not respond. However, when viewing the consistency of responses among individuals across the survey, telephone interviews, and focus groups, we are inclined to assume they would be similar to those who did respond.

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The first section of project findings, Patron Demographics, presents information related to the age, ethnic background, gender, and primary language of patron survey respondents. This section also presents the age at which patrons first began to use braille and/or audio materials as well as the types of disabilities that best describe their situation. The information in this section is based on information collected from the mail surveys to Braille Magazine Users, Audio Magazine Users, and Non-Users.

The second section, Patron Reading Characteristics, focuses on the types of materials that patrons read, the formats they use, as well as their preferences for different formats. The information in this section is based on information collected from the mail surveys to Braille Magazine Users, Audio Magazine Users, Non-Users, and Librarians.

The third section, Magazine Use, provides information related to the number of magazines subscribed to in specific formats and the number of magazines read with varying degrees of frequency. This section also explores Non-Users' reasons for not participating in the Magazine Program. The information in this section is based on information collected from the mail surveys and focus groups with Braille Magazine Users, Audio Magazine Users, and Non-Users, as well as the survey and phone interviews with Librarians.

A fourth section of project findings, Magazine Subject Areas, Reading Formats, and Reading Patterns, summarizes patron interest across a variety of magazine subject areas, their preferences in reading formats, and general reading patterns. Once again, the information in this section is based on information collected from the mail surveys and focus groups with Braille Magazine Users, Audio Magazine Users, and Non-Users, as well as the survey and phone interviews with Librarians.

A fifth section, Magazine of the Month, provides information related to Audio Users' experiences with the Magazine of the Month. The information in this section is based on information collected in the mail survey of Audio Magazine Users.

The sixth section of project findings, Satisfaction with the NLS Magazine Program, focuses on patron satisfaction across a variety of service-related issues. Once again, the information in this section is based on information collected from the mail surveys and focus groups with Braille Magazine Users, Audio Magazine Users, and Non-Users, as well as the survey and phone interviews with Librarians.

The final section of project findings, Policy Recommendations of the Advisory Committee, summarizes the discussions and recommendations of the May Advisory Committee meeting regarding a number of magazine publication and distribution policy issues. This section summarizes suggested guidelines for the production of magazines in braille and audio formats, the production of magazines until the magazine is no longer published, magazines published in multiple editions, simplified approaches to evaluating the magazine program more frequently, and current trends in magazine publishing. The information contained in this section is based on the two-day discussions of the Advisory Committee.

The following results are presented as the opinions and experiences of a sample of the total patron population of magazine users and non-users and the following narrative summarizes the most common themes reflected in their comments and feedback. Unless specifically identified, any percentages reported have been determined by dividing the number of responses or comments on a specific theme by the total number of individuals who responded or provided comments to the specific question(s) identified. Throughout the following sections of the report, subgroup comparisons are discussed only when differences were found among groups.

Patron Demographics

A first aspect of data collection focused on gaining insight into a variety of demographic characteristics of the patrons involved in the survey and focus group processes. This section of the report presents information related to the age, ethnic background, gender, and primary language of patron survey respondents. This section also presents the age at which patrons first began to use braille and/or audio materials as well as the types of disabilities that best describe their situation. The information in this section is based on information collected from the mail surveys to Braille Magazine Users, Audio Magazine Users, and Non-Users.

As a part of the survey, respondents were asked to indicate their age, gender, ethnic background, and primary language. While the breakdown of Braille Users and Non-Users surveyed were similar across the various age ranges, Audio Users were substantially older -- almost half (48 percent) of Audio Users surveyed were 65 years of age or older. Likewise, the majority of both Braille Users and Non-Users were female while the opposite was true of Audio Users.

When asked to indicate their ethnic background and primary language, approximately nine-out-of-ten Audio Users and Non-Users indicated they were white/caucasian, and 20 percent of Braille Users specified a non-white/caucasian background. Ninety-eight percent of respondents indicated their primary language was English. A detailed breakdown of respondents' demographics is provided in Table 2.

Respondents were also asked to indicate the age at which they first began to use braille and/or audio materials for reading as well as identify the types of disabilities that best describe their situation. While the majority of Braille Users (three-out-of-four individuals) reported that they had begun to use braille and/or audio materials by the age of twelve, the opposite pattern was evident for Audio Users and Non-Users. When asked to identify the types of disabilities that best describe their situation, the majority of both Audio Users and Non-Users indicated multiple disabilities with vision impairment being their primary disability. On the other hand, while 90 percent of Braille Users indicated they were blind, few reported having multiple disabilities.

The following demographic profiles can be developed for each of the survey groups:

Characteristic	Braille Users	Audio Users	Non-Users
Age	22 to 79 years	65 years or older	22 to 79 years
Gender	female	male	female
Ethnic Group	white/caucasian	white/caucasian	white/caucasian
Primary Language	English	English	English
Age When Braille/Audio First Used	4 to 12 years	45 to 79 years	22 to 64 years
Types of Disabilities	Blind	Multiple	Multiple

Table 2: Library Patron Demographics

	Braille Users		Audio Users		Non-Users	
Age	**N**	**%**	**N**	**%**	**N**	**%**
4 to 12 years	38	9	73	9	42	11
13 to 21 years	47	11	52	7	39	10
22 to 44 years	106	24	112	14	70	19
45 to 64 years	127	29	179	23	88	24
65 to 79 years	91	20	189	24	82	22
80 years or more	37	8	178	23	57	15

	Braille Users		Audio Users		Non-Users	
Gender	**N**	**%**	**N**	**%**	**N**	**%**
Female	270	60	349	45	212	56
Male	179	40	433	55	166	44

	Braille Users		Audio Users		Non-Users	
Ethnic Background	**N**	**%**	**N**	**%**	**N**	**%**
African American	26	6	45	6	17	5
Hispanic	26	6	21	3	10	3
White/Caucasian	364	81	674	86	331	89
Native American	13	3	26	3	12	3
Asian American	14	3	7	1	3	1
Other	9	2	9	1	1	1

	Braille Users		Audio Users		Non-Users	
Primary Language	**N**	**%**	**N**	**%**	**N**	**%**
English	449	98	777	98	378	99
Spanish	2	1	12	2	3	1
Asian	5	1	1	1	-	-
French	-	-	1	1	-	-
German	1	1	-	-	2	1
Other	3	1	2	1	-	-

Age When First Used	Braille Users		Audio Users		Non-Users	
Braille/Audio	**N**	**%**	**N**	**%**	**N**	**%**
4 to 12 years	325	71	188	24	84	22
13 to 21 years	56	12	69	9	38	10
22 to 44 years	57	13	145	18	72	19
45 to 64 years	17	4	156	20	78	21
65 to 79 years	1	1	167	21	68	18
80 years or more	1	1	67	9	39	10

	Braille Users		Audio Users		Non-Users	
Type of Disability	**N**	**%**	**N**	**%**	**N**	**%**
Blind	407	89	316	40	71	19
Visually Impaired	89	19	419	53	236	62
Physically Disabled	15	3	148	19	107	28
Deaf/Hard of Hearing	31	7	77	10	27	7
Reading Disabled	11	2	176	22	96	25

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Patron Reading Characteristics

A second purpose of the project was to gain insight into the reading characteristics of NLS magazine users and non-users. This section of the report focuses on the types of materials that patrons read, the types of formats they use, as well as their preferences for different formats. The information in this section is based on information collected from the mail surveys to Braille Magazine Users, Audio Magazine Users, Non-Users, and Librarians.

As a part of the survey, respondents were asked to indicate the types of materials they read in any format and from any source. Approximately nine-out-of-ten Braille and Audio Users indicated they read both magazines and books. While nine-out-of-ten Non-Users indicated they read books, they were less likely to read magazines and more likely to read newspapers than their counterparts. Braille Users were somewhat more likely to read on a daily basis than Audio Users and Non-Users (73 percent vs. 68 percent and 63 percent respectively). The majority of patrons 65 years of age and older (75 percent) indicated they read daily; patrons 21 years of age and younger (33 percent) were more likely to read weekly.

Patrons were also asked to discuss their preferred reading/learning mode, the formats they use for accessing information in magazines/books/newspapers, and their preferred format for accessing information in magazines/books/newspapers. While the preferred reading/learning modes for Braille Users were Braille (74 percent) and Audio (24 percent), the preferred reading/learning mode for Audio Users and Non-Users was Audio (78 percent and 65 percent respectively) and Large Print (11 percent and 20 percent respectively). Less than 5 percent of Audio Users and Non-Users indicated that braille is their preferred reading/learning mode.

When asked to indicate the formats used for accessing information in magazines, books, and/or newspapers, Braille Users indicated that they use braille (94 percent), cassette (80 percent), and flexible disc (47 percent). While nine-out-of-ten of both Audio Users and Non-Users reported using cassettes, Audio Users were more likely to use flexible discs (76 percent) and Non-Users were more likely to use print (46 percent). When asked to indicate a preferred reading/learning format, Braille Users indicated preferences for braille (65 percent) and cassette (27 percent). While the majority of Audio Users indicated a preference for cassettes (67 percent), Non-Users indicated preferences for both cassettes (66 percent) and print (27 percent).

As a part of the survey, patrons and librarians were asked to discuss patrons' purpose(s) for reading. A majority of Braille Users and Audio Users (85 percent each) indicated they read to both obtain information of interest to them and for leisure/pleasure purposes. The percentage of Non-Users reading to both obtain information of interest to them and for leisure/pleasure purposes was similar to Braille Users and Audio Users (71 percent); however, 22 percent of Non-Users indicated they read just for leisure/pleasure purposes.

Patrons were also asked to discuss the extent to which the length of a book or magazine article influences the materials they choose to read. While roughly three quarters of Braille Users and Audio Users indicated that length was not a factor influencing what they choose to read, 40 percent of Non-Users indicated that the length of a book or magazine article does influence the materials they choose to read. A detailed breakdown of respondents' reading characteristics is provided in Table 3.

Table 3: Library Patron Reading Characteristics

	Braille Users		Audio Users		Non-Users		Librarians	
Materials Read	N	%	N	%	N	%	N	%
Magazines	443	98	684	90	213	59	-	-
Books	422	93	676	89	331	92	-	-
Newspapers	126	28	266	35	141	39	-	-

	Braille Users		Audio Users		Non-Users		Librarians	
Reading Frequency	N	%	N	%	N	%	N	%
Daily	328	73	504	68	220	63	-	-
Weekly	73	16	163	22	84	24	-	-
Monthly	51	11	72	10	47	13	-	-

	Braille Users		Audio Users		Non-Users		Librarians	
Preferred Reading or Learning Mode	N	%	N	%	N	%	N	%
Regular Print	2	1	23	3	24	7	-	-
Large Print	1	1	81	11	70	20	-	-
Low-Vision Aids	5	1	22	3	17	5	-	-
Braille	314	74	40	5	9	3	-	-
Audio	100	24	583	78	225	65	-	-

	Braille Users		Audio Users		Non-Users		Librarians	
Formats Used for Accessing Information	N	%	N	%	N	%	N	%
Print	51	11	199	25	170	46	-	-
Braille	429	94	91	12	22	6	-	-
Flexible Disc	212	47	599	76	25	7	-	-
Cassette	364	80	705	90	318	87	-	-
Electronic	129	28	120	15	47	13	-	-

Preferred Format for	Braille Users		Audio Users		Non-Users		Librarians	
Reading Magazines	N	%	N	%	N	%	N	%
Print	4	1	71	11	94	27	-	-
Braille	274	65	25	4	6	2	-	-
Flexible Disc	13	3	103	15	5	2	-	-
Cassette	115	27	447	67	227	66	-	-
Electronic	18	4	22	3	11	3	-	-

	Braille Users		Audio Users		Non-Users		Librarians	
Purpose for Reading	N	%	N	%	N	%	N	%
To Obtain Information	23	5	61	8	25	7	2	2
For Leisure Purposes	47	10	58	8	80	22	14	16
Both Information & Leisure	382	85	653	85	260	71	72	82

	Braille Users		Audio Users		Non-Users		Librarians	
Length of a book or article matter?	N	%	N	%	N	%	N	%
Yes	117	26	232	30	148	40	-	-
No	339	74	545	70	219	60	-	-

The following profiles regarding reading characteristics can be developed for each of the survey groups:

Characteristic	Braille Users	Audio Users	Non-Users
Materials Read	Magazines/Books	Magazines/Books	Books
Reading Frequency	Daily	Daily	Daily
Preferred Reading or Learning Mode	Braille/Audio	Audio	Audio/Large Print
Reading Formats Used	Braille/Cassette/Disc	Cassette/Disc	Cassette/Print
Preferred Format for Reading Magazines	Braille/Cassette	Cassette	Cassette/Print
Purpose for Reading	Obtain Info/Leisure	Obtain Info/Leisure	Obtain Info/Leisure
Influence of Length on Reading Choices	No	No	Yes

Magazine Use

A third purpose of the project was to gain insight into magazine users and non-users use of and experiences with magazines. This section of the report provides information related to the number of magazines subscribed to in specific formats and the number of magazines read with varying degrees of frequency. This section also explores Non-Users' reasons for not participating in the Magazine Program. The information in this section is based on information collected from the mail surveys and focus groups with Braille Magazine Users, Audio Magazine Users, and Non-Users, as well as the survey and phone interviews with Librarians.

Braille Users

As a part of their survey, Braille Users were asked to discuss the number of magazines they currently receive in braille from their library as well as the number of magazines they read with some regularity. While 18 percent of Braille Users indicated they receive only one magazine in braille from their library, others indicated they receive 2 to 3 subscriptions (37 percent) and 4 to 5 subscriptions (25 percent). An additional 12 percent of Braille Users indicated they receive six or more magazines in braille from their library.

Braille Users were also asked to discuss the number of magazines they read with some regularity. While 24 percent of Braille Users indicated they read one magazine with some regularity, others indicated they read 2 to 3 magazines (36 percent) and 4 to 5 magazines (21 percent) with some regularity. An additional 11 percent of Braille Users indicated they read six or more magazines with some regularity. A complete breakdown of Braille Users' magazine use is provided in Table 4.

Table 4: Magazine Use
Braille Users

	Braille Users	
Number of Magazines Received	N	%
None	35	8
1 subscription	81	18
2 to 3 subscriptions	170	37
4 to 5 subscriptions	113	25
6 to 10 subscriptions	47	10
11 or more	10	2

	Braille Users	
Number of Magazines Read	N	%
None	35	8
1 subscription	108	24
2 to 3 subscriptions	163	36
4 to 5 subscriptions	96	21
6 to 10 subscriptions	39	9
11 or more	8	2

Audio Users

As a part of their survey, Audio Users were asked to discuss the number of magazines they currently receive on flexible disc from their library and cassette from any source as well as the number of magazines they read with some regularity. While one-third of Audio Users indicated they receive one subscription on flexible disc, others indicated they receive 2 to 3 subscriptions (39 percent) and four or more subscriptions (22 percent).

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Almost half of Audio Users indicated they receive no magazines on cassette from any source (i.e., either a NLS or non-NLS produced magazine). Likewise, one-out-of-five Audio Users indicated they receive one subscription on cassette and the number of Audio Users receiving 2 to 3 subscriptions on cassette was the same. Less than 10 percent of Audio Users indicated they receive four or more magazines on cassette from any source (i.e., either a NLS or non-NLS produced magazine).

Audio Users were also asked to discuss the number of magazines they read with some regularity. While 33 percent of Audio Users indicated they read one magazine with some regularity, others indicated they read 2 to 3 magazines (35 percent) with some regularity. An additional 19 percent of Audio Users indicated they read four or more magazines with some regularity. A complete breakdown of Audio Users' magazine use is provided in Table 5.

Table 5: Magazine Use Audio Users

Number of Magazines Received Flexible Disc	Audio Users N	%
None	52	7
1 subscription	249	32
2 to 3 subscriptions	301	39
4 to 5 subscriptions	99	13
6 to 10 subscriptions	56	7
11 or more	15	2
Number of Magazines Received Cassette	**Audio Users N**	**%**
None	354	46
1 subscription	170	22
2 to 3 subscriptions	172	22
4 to 5 subscriptions	46	6
6 to 10 subscriptions	22	3
11 or more	8	1
Number of Magazines Read Regularly Flexible Disc	**Audio Users N**	**%**
None	103	13
1 subscription	251	33
2 to 3 subscriptions	270	35
4 to 5 subscriptions	93	12
6 to 10 subscriptions	41	5
11 or more	13	2

Non-Users

As a part of their survey, Non-Users were asked to discuss the number of magazines they subscribe to and/or read on a regular basis as well as the formats they use to access information in magazines. Non-Users were also asked to discuss their experience with NLS magazines on flexible disc and their reasons for currently not receiving any flexible disc magazines from NLS. While 17 percent of Non-Users indicated they currently subscribe to and/or read no magazines on a regular basis, 64 percent of Non-Users indicated they receive and/or read 1 to 3 magazines, and an additional 18 percent of Non-Users indicated they receive and/or read four or more magazines on a regular basis.

When asked to discuss the formats they use to access information in magazines, almost three-quarters of Non-Users indicated they use print and slightly less than half of Non-Users indicated they use magazines on cassette. Less than 10 percent of Non-Users reported using either braille or flexible discs to access information in magazines.

Non-Users were also asked to discuss their experience with NLS and talking-book magazines on flexible disc. Overall, 90 percent of Non-Users indicated they do not read any of the flexible disc magazines available through their library's magazine program. The percentage of Non-Users not having ever subscribed to a flexible-disc magazine from their talking-book library was also the same.

When asked what their reasons for not receiving any flexible disc magazines were, Non-Users indicated they were not aware of the NLS Magazine Program (50 percent) and/or do not like using flexible discs (30 percent). Other Non-Users indicated they do not read magazines (16 percent), they get the magazines they read elsewhere, e.g., news stand (14 percent), and/or are not interested in any of the magazine titles currently available (10 percent). In general, patrons 21 years and under (71 percent) were the most likely to be unaware of the Magazine Program, patrons 22 to 64 years of age (38 percent) indicated they do not subscribe to magazines because they don't like using flexible discs, and one-quarter of elderly patrons 80 years of age and older reported they do not choose to read magazines.

Librarians were also asked in their survey and in the follow-up telephone interviews, from their perspective, what they believe to be the two most common reasons for more NLS patrons not subscribing to audio magazines were. Overall, librarians reported that patrons do not like using flexible discs (83 percent), choose not to read magazines (40 percent), are not aware of the NLS Magazine Program (28 percent), and/or are not interested in any of the magazine tiles currently available (22 percent). A complete breakdown of Non-Users' and librarians' responses is provided in Table 6.

The following profiles regarding magazine use can be developed for each of the survey groups:

Characteristic	Braille Users	Audio Users	Non-Users
Number of Magazines Received	2 to 5	1 to 3	1 to 3
Number of Magazines Read Regularly	1 to 3	1 to 3	1 to 3
Formats Used to Access Magazines	Braille	Audio	Print/Cassette
Read Flexible Discs	Yes	Yes	No
Past Subscription to NLS Magazines	Yes	Yes	No
Reasons Why Not in Magazine Program	-	-	Unaware and Don't Like Discs

Table 6: Magazine Use
Non-Users

	Non-Users		Librarians	
Number of Magazines Read Regularly	N	%	N	%
None	35	17	-	-
1 subscription	58	28	-	-
2 to 3 subscriptions	75	36	-	-
4 to 5 subscriptions	27	13	-	-
6 to 10 subscriptions	9	4	-	-
11 or more	2	1	-	-

	Non-Users		Librarians	
Formats Used to Access Magazines	N	%	N	%
Print	144	70	-	-
Braille	12	6	-	-
Flexible Disc	14	7	-	-
Cassette	88	43	-	-
Electronic	16	8	-	-

	Non-Users		Librarians	
Do You Read Flexible Disc Magazines	N	%	N	%
Yes	20	10	-	-
No	185	90	-	-

	Non-Users		Librarians	
Subscribed to Magazine Program in Past?	N	%	N	%
Yes	42	12	-	-
No	301	88	-	-

	Non-Users		Librarians	
Reason Why Not in Magazine Program	N	%	N	%
I am not aware of the Magazine Program	167	50	25	28
I am not interested in the Titles Available	34	10	19	22
I am not interested in the Subjects Available	9	3	5	6
I Choose not to Read Magazines	52	16	35	40
I get the Magazines I Read Elsewhere	47	14	5	6
I Don't Like Using Flexible Discs	99	30	73	83

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Magazine Subject Areas, Reading Formats, and Reading Patterns

A fourth purpose of the project was to gain insight into library patrons' interest in receiving a magazine across different subject/content areas, their preferred reading formats, and their general reading patterns. This section of the report summarizes patron interest across a variety of magazine subject areas, their preferences in reading formats, and general reading patterns. Once again, this section is based on information collected from the mail surveys and focus groups with Braille Magazine Users, Audio Magazine Users, and Non-Users, as well as the survey and phone interviews with Librarians.

Subject/Content Area Interests

As a part of the patron surveys, Braille Users, Audio Users, and Non-Users were asked to indicate their level of interest (using a scale of 1 = Not Interested; 2 = Somewhat Interested; 3 = Moderately Interested; 4 = Very Interested) in receiving a magazine across 36 different subject/content areas. In general, all three groups collectively expressed the most interest in receiving a magazine in the following subject/content areas: news and current events, mystery and detective fiction, health and nutrition, history, and popular culture. On the other hand, all three groups collectively express the least interest in receiving a magazine in the following subject/content areas: children's materials, ethnic interests, journalism and writing, men's materials, parenting, poetry, retirement, and teenage materials.

Within this section, Braille Users expressed strong interest additionally with regard to consumer concerns, cooking, general culture, science, and travel. While Audio Users identified no additional areas of strong interest than those already mentioned, they did express less interest in the additional areas of crafts and gardening. Similarly, Non-Users expressed less interest in the additional areas of finance/money/investing, communications, and political issues. A complete breakdown of patrons' responses is provided in Table 7.

Librarians were also asked to rate, from their perspective, how important it is for NLS to produce an audio and/or braille magazine across all of the same subject/content areas. The ratings of the librarians were somewhat similar to the self-report ratings of the patrons. The subject areas they rated the most important included children's materials, computers/computing, consumer concerns, finance/money/investing, health/nutrition, news/current events, popular culture, sports, and teenage materials. The subject areas rated the least important for NLS magazine production include journalism and writing, literature, and poetry. Librarians also indicated that it was important for NLS to produce magazines for Audio Users in the areas of mystery/detective fiction, romance fiction, western fiction, retirement, travel, and women's materials. A complete breakdown of librarians' responses is provided in Table 8.

In an additional section of the patron surveys, Braille Users, Audio Users, and Non-Users were asked to indicate the three reading/subject interest areas of most importance to them personally. Although the survey provided clear instructions as to selecting only three subject areas from the list, almost one-third of respondents marked more than three subject areas. As a means of using all of the information provided, all of their responses were recorded and tabulated. In general, patrons indicated that the reading/subject areas of most importance to them include mystery/detective fiction, news/current events, animals/pets, and

Table 7: Patrons' Interest Ratings for General Subject/Content Areas

1 = Not Interested   4 = Very Interested

	Braille Users		Audio Users		Non-Users	
Subject – Mean Level of Interest	N	Mean	N	Mean	N	Mean
Animals/Pets	354	2.4	674	2.2	305	2.2
Book Reviews	366	2.6	652	1.9	293	1.8
Children's	323	1.7	643	1.6	294	1.7
Communications	361	2.4	647	2.0	295	1.8
Computers/Computing	339	2.5	644	2.0	295	2.0
Consumer Concerns	346	2.6	656	2.3	301	2.0
Cooking	363	2.6	653	2.2	296	2.0
Crafts	343	2.2	644	1.9	301	2.0
Ethnic Interests	338	1.9	633	1.6	286	1.6
Fiction: Mystery/Detective	370	2.8	694	2.8	307	2.6
Fiction: Romance	357	2.4	660	2.1	300	2.1
Fiction: Science Fiction	349	2.2	660	2.1	291	2.0
Fiction: Westerns	346	2.1	661	2.2	291	2.0
Finance/Money/Investing	340	2.1	662	2.2	291	1.9
Gardening	341	2.0	653	1.9	297	1.9
General Culture	377	2.8	663	2.5	301	2.4
Health/Nutrition	362	2.9	689	2.7	309	2.5
History	363	2.7	699	2.8	300	2.5
Home	345	2.5	650	2.3	296	2.1
International Affairs	349	2.3	669	2.2	297	2.0
Journalism & Writing	343	2.2	648	1.7	288	1.7
Literary	347	2.5	643	2.0	289	1.9
Men	330	2.0	636	1.7	287	1.6
Nature/Outdoors	348	2.5	664	2.5	296	2.3
News/Current Events	365	3.0	699	3.1	309	2.8
Parenting	335	1.8	643	1.5	290	1.5
Poetry	344	2.0	649	1.8	296	1.8
Political	354	2.1	669	2.2	298	1.9
Popular Culture	353	2.6	662	2.5	299	2.6
Recreational Projects for the Home	343	2.1	642	2.0	292	2.0
Retirement	343	1.7	654	1.9	300	1.7
Science	346	2.6	658	2.3	298	2.2
Sports	345	2.1	665	2.1	293	2.0
Travel	349	2.6	664	2.4	303	2.3
Teenage	336	1.7	637	1.5	290	1.7
Women	355	2.5	652	2.0	300	2.1

health/nutrition. Braille Users additionally stressed the importance of book reviews, computers/computing, cooking, and romance fiction. While Audio Users additionally stressed the importance of western fiction and history to them, Non-Users stressed the importance of romance fiction and history. A complete breakdown of patrons' responses is provided in Table 9.

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Librarians were additionally asked to consider age groups that might be under represented in the magazine collection, the subject areas in which interest is so strong that NLS should consider producing more than one title in a given medium, and their suggestions for improving the overall content of the NLS Magazine Program. Overall, 78 percent of librarians indicated that, from their perspective, the interests of several age groups are under represented in the current magazine collection. More specifically, the age groups they mentioned include teens (87 percent), children (54 percent), retirement-aged individuals (6 percent), and middle-aged individuals (4 percent).

Table 8: Librarians' Ratings of Importance in NLS Producing Magazines

1 = Not Important 4 = Very Important

	Importance of Producing Braille Magazine		Importance of Producing Audio Magazine	
Subject Area	N	Mean	N	Mean
Animals/Pets	58	2.3	87	2.3
Book Reviews	60	2.6	86	2.2
Children's	58	3.1	86	3.3
Communications	58	2.3	87	2.0
Computers/Computing	59	3.6	87	3.6
Consumer Concerns	57	2.9	86	3.2
Cooking	58	3.1	87	2.8
Crafts	58	2.4	84	2.4
Ethnic Interests	57	2.0	85	2.1
Fiction: Mystery/Detective	57	2.4	87	2.8
Fiction: Romance	57	2.5	86	2.9
Fiction: Science Fiction	57	2.3	86	2.4
Fiction: Westerns	57	2.4	86	2.9
Finance/Money/Investing	58	2.7	86	3.0
Gardening	57	2.2	86	2.3
General Culture	58	2.6	85	2.7
Health/Nutrition	58	3.2	87	3.3
History	58	2.0	86	2.4
Home	58	2.3	85	2.7
International Affairs	58	2.2	87	2.1
Journalism & Writing	57	1.8	87	1.6
Literary	58	2.0	87	1.9
Men	59	2.2	87	2.3
Nature/Outdoors	59	2.4	87	2.8
News/Current Events	58	3.5	87	3.7
Parenting	57	2.6	87	2.5
Poetry	58	1.8	87	1.6
Political	58	2.5	85	2.6
Popular Culture	58	3.0	86	3.2
Recreational Projects for the Home	57	2.1	87	2.2
Retirement	58	2.7	87	3.1
Science	58	2.2	87	2.2
Sports	58	2.9	87	3.1
Travel	58	2.6	86	2.9
Teenage	58	2.8	86	3.0
Women	58	2.5	85	2.9
Other	7	3.2	21	3.0

In addition, 58 percent of librarians indicated that NLS should consider producing more than one title in a given medium in the following subject areas: computers (44 percent), current affairs (24 percent), religious materials (13 percent), and women's materials (11 percent). A complete breakdown of their responses is provided in Table 10. During the follow-up interviews, almost all of the librarians interviewed immediately highlighted children, teens, and young adults as the groups least well served by the current selection of magazine titles. When discussing childrens' magazines, several librarians conveyed the challenges involved with producing magazines which are graphic in nature. Other librarians also mentioned that elderly readers (who represent the largest number of patrons in their libraries) could use more titles geared toward their needs.

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Table 9: Patrons' Top Three Subject Areas

	Braille Users		Audio Users		Non-Users	
Subject Areas	N	%	N	%	N	%
Animals/Pets	85	19	115	15	63	18
Book Reviews	93	21	35	5	15	4
Children's	37	8	60	8	40	11
Communications	65	15	56	7	14	4
Computers/Computing	81	18	75	10	38	11
Consumer Concerns	58	13	61	8	13	4
Cooking	106	24	86	11	34	10
Crafts	58	13	54	7	30	9
Ethnic Interests	15	3	17	2	4	1
Fiction: Mystery/Detective	104	24	244	32	110	31
Fiction: Romance	84	19	90	12	62	18
Fiction: Science Fiction	60	14	89	12	38	11
Fiction: Westerns	39	9	115	15	55	16
Finance/Money/Investing	36	8	83	11	22	6
Gardening	22	5	61	8	28	8
General Culture	62	14	75	10	29	8
Health/Nutrition	81	18	140	18	52	15
History	51	12	153	20	59	17
Home	19	4	27	4	14	4
International Affairs	25	6	51	7	11	3
Journalism & Writing	20	5	22	3	8	2
Literary	30	7	20	3	6	2
Men	11	3	10	1	5	1
Nature/Outdoors	21	5	77	10	32	9
News/Current Events	70	16	223	29	63	18
Parenting	15	3	11	1	9	3
Poetry	19	4	20	3	18	5
Political	21	5	56	7	19	5
Popular Culture	33	8	43	6	41	12
Recreational Projects for the Home	11	3	13	2	5	1
Retirement	10	2	26	3	8	2
Science	33	8	71	9	32	9
Sports	38	9	92	12	33	9
Travel	26	6	47	6	31	9
Teenage	16	4	16	2	16	5
Women	30	7	34	4	18	5

Librarians also offered a number of suggestions for improving the content of the NLS Magazine Program. Apart from the issue of the flexible disc format, librarians commented on poor communication between CMLS and the libraries, magazine production, and service-related issues. Some of their comments include:

> *"Get rid of the flexible discs as soon as possible. Many Talking-Book users inquire about magazines but lose interest when they find out that the titles are on flexible disc."*

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Table 10: Subject Areas that NLS Should Produce More than 1 Title Librarian Suggestions

Subjects	Librarians N	Librarians %
Computer	20	44
Popular Culture	4	9
Current Events	4	9
Adaptive Technology	2	4
Personal Finance	1	2
Current Affairs	11	24
African American/Ethnic	1	2
Children/Teen	2	4
Sports	3	7
Entertainment	3	7
Hobbies/Crafts	1	2
Religious	6	13
Cooking	2	4
Health	2	4
Home Improvement	1	2
Travel	1	2
Women	5	11
Career Related	1	2
Mystery/Detective	1	2
Science Fiction	1	2
Radio	1	2

"NLS should produce all magazines in braille and on cassette. It is very frustrating for patrons to see a list of magazines and know they cannot have them in their preferred format."

"Eliminate the policy of producing a magazine until it goes out of circulation. Periodically review titles for quality, relevance, and circulation -- if there is no demand for it, get rid of it!!"

"Make dealing with CMLS more and more pleasant. The turn around time for ordering and cancelling magazines is difficult for patrons to understand. The immediate suspends and pre-suspends creates confusion and poor service for patrons. It is my opinion that many libraries do not encourage magazines with patrons because of the headaches created when dealing with CMLS."

"Considering the resources NLS now has for the reproduction of magazines, they do a good job. If more dollars were available, they could produce more titles within a subject/age area."

"Many patrons who use Magazine of the Month have complained that NLS never makes any of these selections a permanent part of the program when so many are great selections."

"Journals published by associations should be discontinued -- they should be made available by the association. More religious, inspirational, devotional, hymns, and Christian magazines."

"Producing the magazines solely on cassettes will definitely increase demand."

"Re-evaluate the titles/subjects offered on an ongoing basis utilizing both surveys and circulation statistics. Survey patrons and network libraries on a routine basis (e.g., every three years) to allow more frequent adjustments to the magazine content."

The focus groups with NLS patrons also elicited feedback regarding the subject/content areas of interest to readers. Generally speaking, focus group participants expressed an interest in, and receipt of a wide variety of magazines and subject areas. Their magazine reading interests included, but were not limited to current news and current events magazines, magazines used solely for reference purposes, and magazines used solely for interest/leisure purposes. Participants frequently identified magazines from a number of sources other than NLS.

Although a number of participants were able to identify and/or name specific magazines they wanted, most participants possessed a limited knowledge of the magazines available to them from both NLS and the general public. While the discussions in this area imply that patrons are, for the most part, relatively unaware as to what magazine titles exist (from either NLS and/or the general public), they also suggest that patrons know even less about the content and/or scope of a given magazine title. For those participants familiar with magazine titles, many were often unsure as to whether the title might be appropriate for the larger NLS population. It was also clear throughout the focus groups that patrons use all of the resources they can to learn about magazines. Participants talked of using libraries, friends, and family members as sources of both finding out about and accessing new magazines.

In general, focus group participants indicated that the magazines they tend to read first include general news and current events magazines. Some Audio Users stated that their choice of what to read first was often influenced by format, e.g., taking a cassette magazine with them as opposed to braille or flexible disc because of its portability. Likewise, a number of Braille Users discussed the convenience of taking a braille magazine with them to read while traveling on buses and so forth. Throughout the focus groups, participants often expressed their impatience with NLS's continued use of flexible discs.

Preferred Reading Formats

As a part of their survey, Braille Users were asked to indicate whether braille or audio is their preferred format across the same list of subject areas. In general, Braille Users highlighted braille as the preferred format for topics dealing with animals/pets, book reviews, communications, computers/computing, cooking, crafts, health/nutrition, home, news/current events, poetry, recreational projects for the home, science, and women's materials. They also displayed no preference in format for topics dealing with children's materials, ethnic interests, gardening, men's materials, parenting, retirement, sports, and teenage materials. A complete breakdown of their responses is provided in Table 11.

The focus groups with NLS patrons also elicited feedback regarding braille and audio formats. For those respondents that could use both braille and audio (and also some patrons that could only use audio formats), braille was identified as the most appropriate format to use when the contents of the magazines were more informative and/or reference-oriented in nature rather than for leisure/pleasure purposes. Subjects including cooking, computer/computing, professional, poetry, and crafts/hobbies were highlighted as areas that should be made available in braille.

Some respondents reminded participants that an individual's personal health often plays an important role in determining a preferred format, e.g., deteriorating hearing can make it difficult for a person to use audio and physical conditions such as arthritis can make it difficult for a person to read braille. The deaf and blind population was also discussed as a subset of people that have limited options for reading.

While many participants emphasized the importance of producing magazines for children in braille, others (a small but vocal set of people) commented that they only read magazines

Table 11: Braille Users' Preferred Formats by Subject Areas

	Braille		Audio		No Preference	
Subject Areas	N	%	N	%	N	%
Animals/Pets	176	47	90	24	108	29
Book Reviews	226	58	89	23	75	19
Children's	126	39	45	14	155	48
Communications	174	47	100	27	97	26
Computers/Computing	192	57	65	19	81	24
Consumer Concerns	168	46	98	27	101	28
Cooking	262	70	39	10	73	20
Crafts	206	58	39	11	108	31
Ethnic Interests	112	33	66	19	165	48
Fiction: Mystery/Detective	141	37	153	40	87	23
Fiction: Romance	143	39	117	32	109	30
Fiction: Science Fiction	118	35	102	30	119	35
Fiction: Westerns	115	32	123	34	121	34
Finance/Money/Investing	144	42	72	21	126	37
Gardening	141	42	61	18	137	40
General Culture	155	43	108	30	100	28
Health/Nutrition	186	51	94	26	85	23
History	144	40	122	34	96	27
Home	155	45	76	22	115	33
International Affairs	116	33	114	33	121	35
Journalism & Writing	147	43	73	21	122	36
Literary	155	43	104	29	102	28
Men	112	35	67	21	145	45
Nature/Outdoors	143	41	104	30	98	28
News/Current Events	172	47	131	36	66	18
Parenting	115	35	52	16	162	49
Poetry	169	49	55	16	122	35
Political	117	34	90	26	134	39
Popular Culture	154	43	103	29	100	28
Recreational Projects for the Home	160	47	72	21	111	32
Retirement	112	34	67	20	155	46
Science	161	47	96	28	88	26
Sports	125	37	80	24	132	40
Travel	151	42	101	28	105	29
Teenage	116	36	56	17	155	47
Women	157	45	82	23	111	32

produced in braille. Still other participants indicated that if NLS were to produce magazines in a cassette format, they would be more likely to subscribe to audio magazine selections. A significant number of participants (especially Braille Users and Non-Users) identified an interest in acquiring magazines over the internet and/or on CD ROM.

Within this area, Librarians were also asked in their survey how often patrons request magazine titles not available in special format. While half of librarians indicated that patrons request magazines titles not available in special format several times a year, other librarians reported receiving requests monthly (19 percent), weekly (21 percent), and daily (1 percent). Eight

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percent of librarians indicated that they had never had a patron request a magazine title not available in special format. During the follow-up phone interviews, a number of librarians indicated that the size of the library's patron base has a big impact on the frequency with which patrons request magazine titles not available in special format. One librarian commented that special requests will always be the case because people have specialized interests and library patrons will always want equal access to printed materials that everyone else has access to.

As a follow-up to the preceding survey question, librarians were asked to list the three magazine titles most often requested of them. The magazine titles most requested include Time (38 percent), People (36 percent), Ladies Home Journal (13 percent), Readers Digest (10 percent), and Jet (9 percent). A complete breakdown of the magazine titles requested is provided in Table 12.

Librarians were also asked during the follow-up interviews whether they ever assist library patrons in gaining access to magazines not produced as part of the NLS/BPH Magazine Program. For the most part, librarians indicated that they rely most upon *Magazines in Special Media* as their best source and NLS reference staff as their second best source. Some librarians explained that when a new magazine (NLS or non-NLS) is made available in a special format and brought to their attention, they include a notice in their local newsletters. One librarian noted that all requests are handled by the library's reader advisor who specializes in magazines.

General Reading Patterns

During the telephone interviews, librarians were asked to discuss how patrons are made aware of the NLS/BPH Magazine Program and/or of magazine titles and formats available to them. Most librarians reported

Table 12: Librarians' List of Most Requested Titles

	Librarians	
Titles	N	%
People	25	36
Time	26	38
Ladies Home Journal	9	13
Readers Digest	7	10
Jet	6	9
PC Computing	4	6
Woman's Day	4	6
Good Housekeeping	4	6
Guidepost	4	6
Better Homes & Gardens	4	6
Sports Illustrated	3	4
New Yorker	3	4
Family Circle	2	3
Forbes	2	3
Family Circle	2	3
US News & World Reports	2	3
Seventeen	2	3
Essence	2	3
Rolling Stone	2	3
Modern Maturity	2	3
Ellery Queen	2	3
National Geographic	2	3
National Enquirer	2	3
Country Music	1	1
Health & Fitness	1	1
Ebony	1	1
The Writer	1	1
Redbook	1	1
Yankee	1	1
True Confessions	1	1
Investing Magazine	1	1
Consumer Reports	1	1
Popular Mechanics	1	1
Worth	1	1
Farm & Ranch	1	1
Money	1	1
Organic Gardening	1	1
Diabetic News	1	1
TV Guide	1	1
Taste of Home	1	1
True Story	1	1
Weekly Reader	1	1
Cricket	1	1
Internet World	1	1
Home Office Computing	1	1
Cosmopolitan	1	1
Reminiscence	1	1
Smithsonian	1	1
Life	1	1
Wall Street Journal	1	1
Newsweek	1	1
Soap Opera Digest	1	1
Any other mentions	2	3

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that patrons are informed of the Magazine Program when they register for service. A few librarians indicated that their libraries include a list of NLS magazine titles with their application so that new patrons can select desired titles at that time. The majority of librarians reported that they rely most upon *Magazines in Special Media*.

As a part of the surveys, Braille Users, Audio Users, and Non-Users were asked to indicate whether a magazine is of more interest to them if it provides general information or if it explores a topic/issue in detail. For the most part, all three groups of patrons were evenly split between the two reasons and/or interest areas. However, when librarians were asked the same question in their survey, roughly 80 percent of librarians commented that magazines containing general information are of more interest to patrons. In general, patrons 65 years of age and older (67 percent) were more likely to prefer a magazine if it provides general information while patrons 21 years of age and under (55 percent) were more likely to prefer a magazine if it explores a topic/issue in detail. While virtually all three groups of patrons indicated they typically use magazines for personal reading, Braille Users were somewhat more likely to use magazines for reading to children and reading to family and friends. A complete breakdown of the responses in this section is provided in Table 13.

Among focus group participants, there was little consensus as to why people read particular magazines. A frequently voiced comment was that blind/vision-impaired people read magazines to keep up with current events and news that sighted people might take for granted. Other participants reported that they read magazines for leisure and general interest purposes with interests being a matter of specific personal and/or professional tastes. While some participants indicated that they use magazines to keep abreast of developments in their fields and professions, others indicated that they use magazines for reference purposes.

Audio Users and Non-Users were asked in their surveys whether they would be more or less likely to subscribe to a new magazine of interest to them if the magazine were to be produced on audio cassette. Almost nine-out-of-ten persons from both groups indicated they would be more likely to subscribe to a new magazine if it were produced in audio cassette.

Braille Users, Audio Users, and Non-Users were also asked whether they would be more or less likely to subscribe to a compilation magazine if the Library were to offer more compilation magazines, i.e., collections of articles organized around a specific theme or topic from multiple sources. Approximately half of patrons across the three groups indicated they would be more likely to subscribe to a compilation magazine if the Library were to offer more selections of compilation magazines. However, one-third of both Braille Users and Audio Users and 40 percent of Non-Users reported no opinion in this area. When asked the same question in their survey, less than 40 percent of librarians indicated that library patrons would be more likely to subscribe to a compilation magazine.

In the focus groups, participants generally conveyed one of two positions regarding NLS production of compilation magazines. A first group of participants was generally opposed to compilation magazines because of their misgivings with a single person and/or small group of people selecting the articles that subscribers can and cannot read. A second group of participants welcomed the production of more compilation magazines while also suggesting that the selection of articles be consistent in terms of viewpoint, e.g., current events are typically written from a liberal perspective.

Table 13: General Reading Patterns

	Braille Users		Audio Users		Non-Users		Librarians	
Interest in Cassette Magazines	N	%	N	%	N	%	N	%
More likely to subscribe if published on cassette	-	-	675	89	298	85	-	-
Less likely to subscribe if published on cassette	-	-	88	12	53	15	-	-

	Braille Users		Audio Users		Non-Users		Librarians	
Interest in Compilation Magazines	N	%	N	%	N	%	N	%
More likely to subscribe to a compilation	199	47	381	50	165	47	30	38
Less likely to subscribe to a compilation	97	23	145	19	42	12	25	31
No Opinion	127	30	244	32	144	41	25	31

	Braille Users		Audio Users		Non-Users		Librarians	
Reasons why a magazine interests me	N	%	N	%	N	%	N	%
Because it provides general information	225	54	401	54	158	50	64	79
Because it explores a topic in detail	195	46	338	46	157	50	17	21

	Braille Users		Audio Users		Non-Users		Librarians	
Requested a back issue from the library?	N	%	N	%	N	%	N	%
Yes	102	24	87	11	22	6	-	-
No	327	76	692	89	337	94	-	-

	Braille Users		Audio Users		Non-Users		Librarians	
Do you use magazines for:	N	%	N	%	N	%	N	%
Personal Reading	434	98	735	97	294	97	-	-
Reading to Children	53	12	54	7	29	10	-	-
Reading to Family/Friends	87	20	65	9	26	9	-	-

In a final area of this section of the survey, Braille Users, Audio Users, and Non-Users were asked whether they had ever requested a back issue of a magazine from the Library. While nine-out-of-ten Audio Users and Non-Users indicated they had never requested a back issues of a magazine, one-quarter of Braille Users reported that they have requested a back issue of a magazine from the Library. While nine-out-of-ten patrons 65 years of age and older indicated they had never requested a back issue of a magazine, one-out-of-five patrons conveyed they have requested a back issue of a magazine.

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Magazine of the Month

An additional purpose of the project was to gain insight into audio magazine users' experiences and feedback regarding Magazine of the Month. This section of the report provides information related to Audio Users' experiences with the Magazine of the Month. The information in this section is based on data collected from the mail survey to Audio Magazine Users.

As a part of their survey, Audio Users were asked to convey their experiences with the Magazine of the Month. In general, 18 percent of Audio Users indicated that they subscribe to Magazine of the Month and the majority of subscribers indicated that they read the magazine sometimes (17 percent), often (28 percent), or always (50 percent). Only 5 percent of subscribers reported they rarely read the Magazine.

Magazine subscribers were also asked to convey how often the subject matter of the Magazine appeals to their personal reading interests. For the most part, subscribers indicated that the subject matter appeals to their personal reading interests sometimes (36 percent), often (34 percent), or always (24 percent). Only 7 percent of subscribers reported that the subject matter rarely appeals to their personal reading interests.

A final question in this section asked subscribers to rate the importance of having the variety of subject matter offered through Magazine of the Month. While half of subscribers indicated that having the variety of subject matter was very important, other subscribers indicated that having the variety of subject matter was moderately important (37 percent) or somewhat important (12 percent). A complete breakdown of their responses is provided in Table 14.

Table 14: Magazine of the Month Audio Users

	Audio Users	
Subscribe to Magazine of the Month	N	%
Yes	133	18
No	602	82

	Audio Users	
Frequency Reading Magazine of the Month	N	%
Always	66	50
Often	37	28
Sometimes	23	17
Rarely	6	5

	Audio Users	
Frequency the Subject Matter of Magazine of the Month Interests You	N	%
Always	31	24
Often	44	34
Sometimes	47	36
Rarely	9	7

	Audio Users	
Importance of Variety of Subject Matter	N	%
Very Important	66	50
Moderately Important	48	37
Somewhat Important	15	12
Not at all Important	2	2

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Satisfaction with the NLS/BPH Magazine Program

A fifth purpose of the project was to obtain feedback regarding library patrons' satisfaction with various aspects of the NLS/BPH Magazine Program. This section of the report focuses on patron satisfaction across a variety of service-related issues. Once again, the information in this section is based on information collected from the mail surveys and focus groups with Braille Magazine Users, Audio Magazine Users, and Non-Users, as well as the survey and phone interviews with Librarians.

Patron Satisfaction with the NLS Magazine Program

A final section of the patron survey asked Braille Users and Audio Users to rate their overall satisfaction with the magazines they receive from the NLS Magazine Program. Overall, both Braille and Audio Users indicated they were satisfied with the timeliness of magazines (three-quarters of patrons across both groups) as well as with the overall quality of the magazines (four-out-of-five patrons across both groups).

However, while half of Braille Users indicated they were satisfied with both the choice of subject areas and titles available in braille, one-quarter of Braille Users conveyed dissatisfaction with braille magazines in both areas. For the most part, more of their Audio counterparts were satisfied (three-out-of five patrons) and fewer dissatisfied (one-out-of-eight patrons) with the choice of subject areas and titles available on flexible disc. A complete breakdown of their responses is provided in Table 15.

Table 15: Library Patron Satisfaction with the NLS Magazine Program

	Braille Users		Audio Users	
Timeliness of Magazines	N	%	N	%
Dissatisfied	37	9	35	5
Neutral	68	16	124	18
Satisfied	309	75	539	77

	Braille Users		Audio Users	
Choices of Titles Available	N	%	N	%
Dissatisfied	99	24	92	14
Neutral	103	25	180	27
Satisfied	209	51	402	60

	Braille Users		Audio Users	
Choice of Subject Areas Available	N	%	N	%
Dissatisfied	87	22	81	12
Neutral	105	26	182	27
Satisfied	213	53	409	61

	Braille Users		Audio Users	
Overall Quality	N	%	N	%
Dissatisfied	7	2	32	5
Neutral	52	13	122	18
Satisfied	351	86	534	78

In general, focus group participants indicated they were satisfied with the amount of time it takes for publications to be transcribed and/or recorded. On some occasions, they identified problems with the timeliness of magazines -- especially with regard to contests, new product reviews, and/or other events which are time sensitive. Participants highlighted general news, current events magazines, and computer/technology magazines as the most time sensitive.

Although participants expressed concern with the timeliness of magazines in these areas, they were quick to add that the content of the magazines was still of value of them -- especially in terms of providing in-depth detail, the spelling of names/places, and for future reference.

Focus group participants also discussed the overall selection of magazines available to them. While a number of participants expressed their gratitude to NLS for providing the magazine service, they also raised the same concerns voiced earlier related to under-represented groups. Many participants verbalized the need for NLS to base magazine selections on regular print circulation statistics, reader surveys, and a magazine selection committee.

Librarian Feedback Regarding Magazine Subject Areas and Titles

A final section of the survey of librarians asked librarians to evaluate the extent to which the individual flexible disc and braille components of the NLS Magazine Program meet the needs of their library patrons in terms of the choices of titles and subject areas available to them.

With regard to the flexible disc magazine program, librarians rated the extent to which the choice of titles available meets the needs of their patrons moderately well (69 percent) and very well (21 percent). Only 10 percent of librarians perceived the choice of flexible disc titles available to be poor. When asked to provide recommendations for additional titles to be included in the flexible disc program, librarians mentioned People (38 percent), Time (31 percent), Rolling Stone (14 percent), Seventeen (14 percent), and Jet (10 percent). A complete breakdown of librarians' suggested magazine titles is provided in Table 16.

Table 16: Librarians' Suggested Magazine Titles

	Flexible Disc Format		Braille Format	
Magazine Titles	N	%	N	%
People	11	38	2	20
Time	9	31	4	40
PC Computing	2	7	1	10
Rolling Stone	4	14	1	10
Seventeen	4	14	-	-
Jet	3	10	-	-
Smithsonian	2	7	-	-
Ladies Home Journal	2	7	-	-
National Enquirer	2	7	-	-
YM	2	7	-	-
Good Housekeeping	1	3	1	10
Cosmopolitan	1	3	1	10
Reminiscence	1	3	-	-
Life	1	3	-	-
Wall Street Journal	-	-	1	10
Sports Illustrated	-	-	1	10
Family Circle	1	3	-	-
Essence	1	3	-	-
Modern Maturity	1	3	-	-
Country Music Weekly	-	-	1	10
Popular Mechanics	1	3	-	-
Prevention	-	-	1	10
Isaac Asimov	1	3	-	-
Newsweek	1	3	-	-
Soap Opera Digest	1	3	-	-
Parenting	1	3	-	-
Working Woman	1	3	-	-
Emerge	1	3	-	-
Sassy	1	3	-	-
Any other mentions	2	7	3	30

Librarians also rated the extent to which the choice of subject areas available on flexible disc meets the needs of their patrons moderately well (67 percent) and very well (24 percent). Only 9 percent of librarians perceived the choice of subject areas available on flexible disc to be poor. When asked to provide recommendations for additional subject areas to be included in the flexible disc program, librarians mentioned children/teen (46 percent), computers/computing (42 percent), popular culture (27 percent), and African American/ethnic (12 percent). A complete breakdown of librarians' suggested subject areas is provided in Table 17.

Table 17: Librarians' Suggested Subject Areas

	Flexible Disc Format		Braille Format	
Subject Areas	N	%	N	%
Children/Teen	12	46	4	33
Computers	11	42	4	33
Current Affairs	2	8	1	8
Popular Culture	7	27	1	8
African American/Ethnic	3	12	-	-
Womens	2	8	-	-
Retirement	1	4	-	-
Entertainment	1	4	-	-
Hobbies/Crafts	1	4	1	8
Health	-	-	1	8
Adaptive Technology	1	4	-	-
Music	-	-	1	8
Personal Finance	-	-	1	8
Disability	1	4	-	-
Sexuality Publications	1	4	-	-
Religious	1	4	-	-
Politics	1	4	-	-
Romance	1	4		
Cooking	1	4	1	8
Home Improvement	1	4	-	-
Mens	1	4	1	8
Pets	1	4	-	-
Humor	1	4	-	-

With regard to the braille magazine program, librarians rated the extent to which the choice of titles available meets the needs of their patrons moderately well (67 percent) and very well (28 percent). Only 5 percent of librarians perceived the choice of braille titles available to be poor. When asked to provide recommendations for additional titles to be included in the braille program, librarians mentioned Time (40 percent) and People (20 percent). A complete breakdown of librarians' suggested magazine titles is provided in Table 16.

Librarians also rated the extent to which the choice of subject areas available in braille meets the needs of their patrons moderately well (59 percent) and very well (31 percent). Only 10 percent of librarians perceived the choice of subject areas available in braille to be poor. When asked to provide recommendations for additional subject areas to be included in the braille program, librarians mentioned computers/computing (33 percent) and children/teen (33 percent). A complete breakdown of librarians' suggested subject areas is provided in Table 17.

During the follow-up interviews, librarians were asked to discuss the comments they hear most frequently with regard to the NLS selection of titles. While several librarians responded that they have never received a complaint about the selection of titles available from the program, other librarians conveyed that the complaints they have received have revolved more around the inadequate inclusion/coverage of given subject/content areas than with regard to specific magazine titles. Once again, the subject areas highlighted include computers/computing, cooking, crafts/knitting/sewing, nature/wildlife, Spanish selections, literature/fiction, and children's materials. Specific titles mentioned include Consumer Reports, People, Ladies Home Journal, and Redbook.

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Librarians were also asked to evaluate how well the Magazine Program meets the needs of their braille and audio patrons. Almost all librarians conveyed that the service is extremely well done. When discussing whether braille or audio patrons are better served by the Program, most librarians noted that audio patrons are better served. However, a number of librarians commented that, given the low incidence of braille readers among their readers, there are many braille titles -- some of which should also be made available in an audio format.

Librarian Feedback Regarding the NLS Magazine Program

The purpose of the follow-up interviews with librarians was to supplement the librarians' survey by providing greater in-depth understanding of network librarians' views of and experiences with the NLS/BPH Magazine Program. A series of open-ended questions formed the basis of the interviews. It should be noted here that the network librarians interviewed demonstrated a great deal of interest in the program and the vast majority have very positive feelings about the program. All individuals were knowledgeable about the program and several were particularly well-prepared for their telephone interviews -- some had even spent time consulting with magazine point persons, support staff, and Readers' Advisors, etc. In one instance, the clerk responsible for the magazine program sat in on the discussion and elaborated upon points made by the librarian. It was also evident throughout the discussions that the majority of librarians feel that format issues are the single greatest problem within the Magazine Program, and that, once audio format titles are made available on cassette, format subscription rates will rise -- probably dramatically.

As a part of the follow-up interviews, librarians were asked to discuss their overall impressions of the NLS Magazine Program. Almost all librarians immediately urged NLS to stop producing the flexible discs as soon as possible. However, once this complaint had been aired, most were quick to convey that the Program provides an essential service to blind and vision impaired library patrons. Several librarians reported that the Program needs ongoing evaluation on both the national and regional level -- especially in terms of the specific titles and subject areas currently available to library patrons. Some of the points raised throughout these discussions include:

- NLS should expand its technology, e.g., develop a portable walkman-type of machine, promote expanded access to magazines via CD ROM, the internet, touch-tone phones, and radio, etc.
- NLS should develop a means of recycling both cassettes and flexible discs -- patrons have been requesting this.
- The Program's problems revolve around collection development issues -- the entire magazine program needs to revamped.
- Upper limits should be placed on the number of subscriptions a single patron can subscribe to and/or receive.

Librarians were also asked to discuss what they envision the role of the NLS Magazine Program to be within the larger NLS program. The majority of librarians responded that the magazine selections should complement and supplement the book collection with information on current affairs and with items for individuals with shorter attention spans. While a few librarians noted that their older patrons particularly like magazines, others commented on magazine shortages for children, teens, and elderly persons.

In a final section of the interviews, librarians were asked to discuss the one aspect of the NLS Magazine Program they would like to see changed. Once their complaints about flexible discs had been revisited, the majority of their comments revolved around a need to overhaul the CMLS database. Librarians discussed patrons having their subscriptions suspended when they move as well as households (e.g., library patrons, family members, domestic partners, etc.) continuing to receive subscriptions long after the subscription has been cancelled or the original patron deceased. Several librarians once again communicated that the Program needs ongoing evaluation -- especially in terms of the specific titles and subject areas currently available to library patrons.

Policy Recommendations of the Advisory Committee

This section of the report summarizes the discussions and recommendations of the May Advisory Committee meeting regarding a number of magazine publication and distribution policy issues. This section summarizes suggested guidelines for the production of magazines in braille and audio formats, the production of magazines until the magazine is no longer published, magazines published in multiple editions, simplified approaches to evaluating the magazine program more frequently, and current trends in magazine publishing. The information contained in this section is based on the two-day discussions of the Advisory Committee.

Guidelines for Producing Magazines in Braille and Audio Formats

A first policy issue discussed by members of the Advisory Committee involved the guidelines that should be used to determine whether a magazine is produced in audio, braille or in both formats. Discussion included the extent to which Braille Users and Audio Users are better served by the magazine program as well as the importance of and/or role that magazines play in the lives of the persons subscribing to them. For the most part, the committee concluded that braille generally tends to be the most appropriate format to use when the contents of the magazines are more informative and/or reference-oriented in nature rather than for leisure and pleasure purposes. Subject areas such as cooking, computer/computing, and professional publications were identified as subject areas that should be available in braille.

The issue of personal health circumstances was also discussed as a key factor often determining an individual's preferred reading format, e.g., while a deteriorating hearing condition can make it difficult for a person to use audio, physical conditions such as arthritis can make it increasingly difficult for a person to read braille. Other committee members pointed out that when all audio magazines are produced on cassette, the number of audio magazine subscribers is likely to increase dramatically. Given these issues, it was decided that NLS should carefully review the results of the information collected from library patrons as well as the feedback obtained from librarians in order to balance future format production decisions with production costs.

Production of Magazines Until They Are No Longer Published

A second policy issue discussed at the Advisory Committee meeting was whether NLS should maintain its current policy of producing a magazine until it is no longer published. The discussion on this topic was both short and united -- magazine selections and production should be based on regular print circulation statistics, reader surveys, and a magazine selection committee. That is, the magazine collection should be evaluated regularly by a magazine selection committee and changes made based on the above criteria. Within this area, one of the suggestions librarians had for improving the content of the NLS Magazine Program was that journals published by associations should be discontinued and be made available by the association. While there was some support among Committee members for the continued production of professional journals, the overall consensus was that professional journals should be the lowest priority for the NLS Magazine Program -- especially given the number of professional journals published.

Magazines Published in Multiple Editions by Region

A third policy issue discussed among members of the Advisory Committee was how NLS should handle the production of magazines published in multiple editions that vary by region. The discussion on this topic was once again both short and deliberate. It was identified, after a review of the two magazines published in multiple editions (*Sports Illustrated* and *Farm Journal*), that the magazines varied in terms of regional advertising (which is not included in the NLS production) and the specific tone of some editorial articles (e.g., more or less liberal/conservative for different regions of the country). The Committee resolved that NLS should continue to produce magazines published in multiple editions that vary by region in the same manner as they are now until a future magazine selection necessitates a change in policy.

Simplified Approaches to Evaluating the Magazine Program

A fourth policy issue discussed among members of the Advisory Committee explored approaches to evaluating the magazine program that might allow for more frequent reviews. For the most part, everyone agreed that the selection of magazines needed to be formally evaluated more often than in the past. Throughout their interviews, a number of librarians also stressed the importance of evaluating the magazine program using circulation statistics and periodic surveys with patrons. The general consensus was that, as mentioned above, the magazine collection should be evaluated regularly by a selection committee and that a comprehensive survey and evaluation should be conducted every ten years.

Current Trends in Magazine Publishing and Their Effect on the Magazine Program

The latest edition (1996) of the *Writer's Market* notes that "the magazine market is more energetic than ever." Advertising revenue is up, as is print circulation for most types of consumer publications. In 1994 alone, 832 new consumer magazines appeared on the scene, compared with 789 for the previous year. The *Writer's Market* also notes that "only half of all new magazines will be operating after one year, and only three out of ten will still be around ten years from now."

The situation is different with trade journals. These are less susceptible to the ups and downs of business cycles since they have a built-in audience -- the practitioners and professionals who make up their target trade or industry. Since these are peripheral to the NLS mission, this discussion will concentrate on the world of consumer magazine publishing.

Consumer magazines rely on a combination of advertising revenue and subscription sales. The price of magazines has risen sharply in recent years as a result of an increase in the price of paper. The average cover price of new magazines rose to $4.15 in 1995 (up from $4.00) in the previous year.

Increasing numbers of magazines are going online, and many publishers see enormous potential in electronic dissemination. Some, like *Atlantic Monthly*, *Smithsonian*, and *Time* (among others) are available on commercial online services such as America Online. Others are developing their own World Wide Web sites rather than affiliating with the large vendors of online information. Some magazines are available in a number of media -- including print, CD ROM and online through one or more services. Not all magazines available via computer and modem are considered "electronic magazines." For example, DIALOG database service offers full text of a number of magazines in several different databases, but these are simply the archival equivalent of the print version.

Electronic magazines or journals are those which somehow use the technology to "add value" to the publication. An example of this would be a business magazine which has an interactive "chat line" where interested individuals can exchange ideas and information. Much of the print magazine might also be available, but an attempt is made to utilize the full potential of the electronic medium.

The ability to store and print books and magazines "on demand" has created additional possibilities in the magazine economy. A Jan. 2, 1995 *Marketing News* article points out that

> *". . . possibilities on the horizon include individualized magazines; one person's would differ from the neighbor's according to differences in their interests. These and other digital electronic printing possibilities are expected to turn what now is a $30 billion industry into a $42 billion opportunity within three years."*

The individualized magazine is already available online. The latest edition of *Database* (April/May 1996) identifies one such service, *HeadsUp Alert*, which draws stories from major news wires and matches them to client profiles. James Vanderslice, President of Pennant, the IBM Printing Systems Company, sees new printing technology making the same type of individualized magazine service available in a print version (which would be more appealing to many subscribers).

In short, computer technologies have had a tremendous impact on the way traditional -- that is, paper magazines -- are created, from the writer's increased productivity on the PC to the laser printing technology utilized to create the final product. Magazines and other traditional media continue to command a major role in the dissemination of news, as a recent Gallup poll indicates that 87% of adult users of online systems continue to rely on print for the news. A similar survey of library users indicates that 50% did so in order to read newspapers or magazines. It seems clear that magazines continue to be a major source of informational and recreational reading matter.

Of the top 75 Consumer Magazines Ranked by Circulation (Adweek: Major Media Directory 1996) NLS currently provides access to the following 17: (10 braille, 8 recorded, and one title in both formats).

B = Braille
R = Recorded
B/R = both Braille and recorded versions available

	National Circulation	NLS Circulation
R - Readers' Digest	15,000,000	1429[3]
B/R National Geographic Magazine	9,089,036	14648
B - Better Homes and Gardens	7,600,000	1135
R - Good Housekeeping	5,223,935	13,758
B - Ladies' Home Journal	5,048,081	2,014
R - Prevention Magazine	3,250,000	10,125
R - Sports Illustrated	3,150,000	5,832
B - Playboy	3,150,000	597
R - US News and World Report	2,150,000	12,500
R - Ebony	2,000,000	3,092
R - Money Magazine	1,982,123	5,618
B - Seventeen	1,978,155	500
B - Popular Mechanics	1,640,870	622
R - Outdoor Life	1,350,000	3,407
B - Cooking Light	1,300,000	1,104
B - Boys Life	1,300,000	326
R - Kiplinger's Personal Finance Magazine	1,055,762	6,414

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[3] These figures are not truly comparable because they represent Spanish and German editions only.

Consumer Magazines Ranked by Circulation -- Top 50
(Adweek: Major Media Directory 1996)

AARP/NRTA Bulletins
Modern Maturity
USA Weekend
Reader's Digest
TV Guide
National Geographic Magazine
American Legion Magazine
Better Homes and Gardens
Good Housekeeping
Ladies' Home Journal
Family Circle
Woman's Day
Cable Guide
McCall's
Time
Redbook
Prevention
People Weekly
Sports Illustrated
Playboy
Newsweek
National Enquirer
Star
Motorland
Home and Away
Southern Living
Cosmopolitan
Smithsonian
Glamour
US News & World Report
RxEMEDY
Ebony
Field and Stream
Money Magazine
Seventeen
Country Living
YM
VFW Magazine
Parents
Popular Science
Popular Mechanics
Science World
Life Magazine - 43
Gold Digest
Sunset
Martha Stewart Living
Soap Opera Digest
Outdoor Life
Men's Health
Penthouse

Trade Magazines Ranked by Circulation -- TOP 50

(Adweek: Major Media Directory 1996)

PC Computing
Today's Realtor
Independent Business
Nursing95
ABA Journal: The Lawyer's Magazine
CFO
Windows Sources
Journal of Accountancy
American Medical News
Information Week
AOPA Pilot
JAMA: Journal of the American Medical Association
Spectrum Magazine
Medical Economics
Farm Industry News
InfoWorld - 16
PC Week
Fine Homebuilding
Industry Week
American Journal of Nursing
Learning
New Equipment Digest
Harvard Business Review
Industrial Equipment News
American Nurse
Small Business News
NASA Tech Briefs
Datamation Magazine
Industrial Product Bulletin
Builder
Machine Design
New England Journal of Medicine
Diversion
Communications Week
Network Computing
Design News
Electronic Design
Science
Product Design and Development --39
Restaurants and Institutions
Hospital Practice
Lan Times
Dental Products Report
American Family Physician
T.H.E. Journal
Network World
Physician's Travel and Meeting Guide
Motor Age
Dentistry Today
Computerworld

Appendix A:
Patron Survey Instruments

Magazine User's Survey - Braille Users

General Instructions

For purposes of this survey, when we mention "library," we mean your library for the blind. "Flexible discs" are flexible phonograph records.

As you select your choice(s) for each of the following questions, please mark heavily through the braille dots in front of the item(s) you've selected with a pencil or pen. When you have completed the questionnaire, please return it in the enclosed pre-addressed envelope. No postage is required.

If you need assistance in completing your questionnaire, or have any questions, you can call Bosma & Associates at our toll-free number from July 18-31. Our interviewers will be available Monday through Saturday from 11:00 a.m. to 7:00 p.m. Pacific Daylight Time (2:00 p.m. to 10:00 p.m. Eastern Daylight Time) to take your responses and answer any questions about the survey.

1. Please indicate your age: (CHECK ONLY ONE)
   - ☐ 4 to 12 years of age
   - ☐ 13 to 21 years of age
   - ☐ 22 to 44 years of age
   - ☐ 45 to 64 years of age
   - ☐ 65 to 79 years of age
   - ☐ 80 years or more

2. Please indicate your gender: (CHECK ONLY ONE)
   - ☐ female
   - ☐ male

3. Please indicate your ethnic background: (CHECK ONLY ONE)
   - ☐ African American
   - ☐ Hispanic
   - ☐ White/Caucasian
   - ☐ Native American
   - ☐ Asian American
   - ☐ Other

4. Which do you consider to be your primary language? (CHECK ONLY ONE)
   - ☐ English
   - ☐ Spanish
   - ☐ Asian (e.g., Chinese, Japanese, Cambodian etc.)
   - ☐ French
   - ☐ German
   - ☐ Other

5. At what age did you first begin to use braille or audio materials for reading? (CHECK ONLY ONE)
   - ☐ 4 to 12 years of age
   - ☐ 13 to 21 years of age
   - ☐ 22 to 44 years of age
   - ☐ 45 to 64 years of age
   - ☐ 65 to 79 years of age
   - ☐ 80 years or more

6. Which of the following types of disabilities best describe your situation? (CHECK ALL THAT APPLY)
   - ☐ Blind
   - ☐ Visually Impaired
   - ☐ Physically Disabled
   - ☐ Deaf/Hard-of-Hearing
   - ☐ Reading Disabled

7. Which of the following kinds of materials do you read, in any format and from any source? (CHECK ALL THAT APPLY)
☐ Magazines
☐ Books
☐ Newspapers

8. How often do you read any of the materials mentioned in the preceding question? (CHECK ONLY ONE)
☐ Daily
☐ Weekly
☐ Monthly

9. Please indicate your preferred reading/learning mode: (CHECK ONLY ONE)
☐ Regular print
☐ Large print
☐ Low-vision aids
☐ Braille
☐ Audio

10. Which of the following formats do you use to access information in magazines, books, or newspapers? (CHECK ALL THAT APPLY)
☐ Print
☐ Braille
☐ Flexible Disc
☐ Cassette
☐ Electronic

11. Which of the following formats is your preferred format for accessing information in magazines, books, or newspapers? (CHECK ONLY ONE)
☐ Print
☐ Braille
☐ Flexible Disc
☐ Cassette
☐ Electronic

12. Do you read: (CHECK ONLY ONE)
☐ primarily to obtain information of interest to you
☐ primarily for leisure/pleasure purposes
☐ to both obtain information of interest to you and for leisure/pleasure purposes

13. Does the length of a book or magazine article influence the materials you choose to read? (CHECK ONLY ONE)
☐ Yes
☐ No

14. How many magazines do you currently receive in braille from your library? (CHECK ONLY ONE)
☐ None
☐ 1 subscription
☐ 2 to 3 subscriptions
☐ 4 to 5 subscriptions
☐ 6 to 10 subscriptions
☐ 11 or more subscriptions

15. How many of the braille magazines you receive from your library do you read with some regularity? (CHECK ONLY ONE)
☐ None
☐ 1 of the magazines
☐ 2 to 3 of the magazines
☐ 4 to 5 of the magazines
☐ 6 to 10 of the magazines
☐ 11 or more of the magazines

16. Indicate your level of interest in receiving a magazine in each of the following subject areas. Please consider magazines you currently receive as well as those you do not receive but would like to.

(1) = Very Interested
(2) = Moderately Interested
(3) = Somewhat Interested
(4) = Not Interested

Subject Area				
Animals/Pets	☐ 1	☐ 2	☐ 3	☐ 4
Book Reviews	☐ 1	☐ 2	☐ 3	☐ 4
Children's	☐ 1	☐ 2	☐ 3	☐ 4
Communications (radio, telephone, etc.)	☐ 1	☐ 2	☐ 3	☐ 4
Computers/Computing	☐ 1	☐ 2	☐ 3	☐ 4
Consumer Concerns	☐ 1	☐ 2	☐ 3	☐ 4
Cooking	☐ 1	☐ 2	☐ 3	☐ 4
Crafts	☐ 1	☐ 2	☐ 3	☐ 4
Ethnic Interests	☐ 1	☐ 2	☐ 3	☐ 4
Fiction: Mystery/Detective	☐ 1	☐ 2	☐ 3	☐ 4
Fiction: Romance	☐ 1	☐ 2	☐ 3	☐ 4
Fiction: Science Fiction	☐ 1	☐ 2	☐ 3	☐ 4
Fiction: Westerns	☐ 1	☐ 2	☐ 3	☐ 4
Finance/Money/Investing	☐ 1	☐ 2	☐ 3	☐ 4
Gardening	☐ 1	☐ 2	☐ 3	☐ 4
General Culture (wide range of topics)	☐ 1	☐ 2	☐ 3	☐ 4
Health/Nutrition	☐ 1	☐ 2	☐ 3	☐ 4
History	☐ 1	☐ 2	☐ 3	☐ 4
Home	☐ 1	☐ 2	☐ 3	☐ 4
International Affairs	☐ 1	☐ 2	☐ 3	☐ 4
Journalism and Writing	☐ 1	☐ 2	☐ 3	☐ 4
Literary	☐ 1	☐ 2	☐ 3	☐ 4
Men	☐ 1	☐ 2	☐ 3	☐ 4
Nature/Outdoors	☐ 1	☐ 2	☐ 3	☐ 4
News/Current Events	☐ 1	☐ 2	☐ 3	☐ 4
Parenting	☐ 1	☐ 2	☐ 3	☐ 4
Poetry	☐ 1	☐ 2	☐ 3	☐ 4
Political	☐ 1	☐ 2	☐ 3	☐ 4
Popular Culture (movies, music, people)	☐ 1	☐ 2	☐ 3	☐ 4
Recreational Projects for the Home	☐ 1	☐ 2	☐ 3	☐ 4
Retirement	☐ 1	☐ 2	☐ 3	☐ 4
Science	☐ 1	☐ 2	☐ 3	☐ 4
Sports	☐ 1	☐ 2	☐ 3	☐ 4
Travel	☐ 1	☐ 2	☐ 3	☐ 4
Teenage	☐ 1	☐ 2	☐ 3	☐ 4
Women	☐ 1	☐ 2	☐ 3	☐ 4

17. Please indicate whether braille or audio is your preferred format for each of the following subject areas: (CHECK ONE PREFERENCE FOR EACH SUBJECT AREA)

Animals/Pets	☐ Braille	☐ Audio	☐ No Preference
Book Reviews	☐ Braille	☐ Audio	☐ No Preference
Children's	☐ Braille	☐ Audio	☐ No Preference
Communications (radio, telephone)	☐ Braille	☐ Audio	☐ No Preference
Computers/Computing	☐ Braille	☐ Audio	☐ No Preference
Consumer Concerns	☐ Braille	☐ Audio	☐ No Preference
Cooking	☐ Braille	☐ Audio	☐ No Preference
Crafts	☐ Braille	☐ Audio	☐ No Preference
Ethnic Interests	☐ Braille	☐ Audio	☐ No Preference
Fiction: Mystery/Detective	☐ Braille	☐ Audio	☐ No Preference
Fiction: Romance	☐ Braille	☐ Audio	☐ No Preference
Fiction: Science Fiction	☐ Braille	☐ Audio	☐ No Preference
Fiction: Westerns	☐ Braille	☐ Audio	☐ No Preference
Finance/Money/Investing	☐ Braille	☐ Audio	☐ No Preference
Gardening	☐ Braille	☐ Audio	☐ No Preference
General Culture (wide range of topics)	☐ Braille	☐ Audio	☐ No Preference
Health/Nutrition	☐ Braille	☐ Audio	☐ No Preference
History	☐ Braille	☐ Audio	☐ No Preference
Home	☐ Braille	☐ Audio	☐ No Preference
International Affairs	☐ Braille	☐ Audio	☐ No Preference
Journalism and Writing	☐ Braille	☐ Audio	☐ No Preference
Literary	☐ Braille	☐ Audio	☐ No Preference
Men	☐ Braille	☐ Audio	☐ No Preference
Nature/Outdoors	☐ Braille	☐ Audio	☐ No Preference
News/Current Events	☐ Braille	☐ Audio	☐ No Preference
Parenting	☐ Braille	☐ Audio	☐ No Preference
Poetry	☐ Braille	☐ Audio	☐ No Preference
Political	☐ Braille	☐ Audio	☐ No Preference
Popular Culture (movies, music, people)	☐ Braille	☐ Audio	☐ No Preference
Recreational Projects for the Home	☐ Braille	☐ Audio	☐ No Preference
Retirement	☐ Braille	☐ Audio	☐ No Preference
Science	☐ Braille	☐ Audio	☐ No Preference
Sports	☐ Braille	☐ Audio	☐ No Preference
Travel	☐ Braille	☐ Audio	☐ No Preference
Teenage	☐ Braille	☐ Audio	☐ No Preference
Women	☐ Braille	☐ Audio	☐ No Preference

18. Please indicate the three reading/subject interest areas that are most important to you. Please consider magazines you currently receive as well as those you do not receive but would like to. CHECK ONLY THREE)

☐ Animals/Pets
☐ Book Reviews
☐ Children's
☐ Communications (radio, telephone, etc.)
☐ Computers/Computing
☐ Consumer Concerns
☐ Cooking
☐ Crafts
☐ Ethnic Interests
☐ Fiction: Mystery/Detective
☐ Fiction: Romance
☐ Fiction: Science Fiction
☐ Fiction: Westerns
☐ Finance/Money/Investing
☐ Gardening
☐ General Culture (wide range of topics)
☐ Health/Nutrition
☐ History
☐ Home
☐ International Affairs
☐ Journalism and Writing
☐ Literary
☐ Men
☐ Nature/Outdoors
☐ News/Current Events
☐ Parenting
☐ Poetry
☐ Political
☐ Popular Culture (movies, music, people)
☐ Recreational Projects for the Home
☐ Retirement
☐ Science
☐ Sports
☐ Travel
☐ Teenage
☐ Women

19. If the Library were to offer more "compilation" types of magazines, i.e., collections of articles organized around a specific theme or topic from multiple sources, would you be more or less likely to subscribe to that type of magazine than a more traditional one? (CHECK ONLY ONE)
☐ More likely to subscribe to a compilation magazine
☐ Less likely to subscribe to a compilation magazine
☐ No opinion

20. When selecting a magazine to read, is a magazine of more interest to you because it provides general information or because it explores a topic/issue in detail? (CHECK ONLY ONE)
☐ Of more interest to me because it provides general information
☐ Of more interest to me because it explores a topic/issue in detail

21. Have you ever requested a back issue of a magazine from the Library? (CHECK ONLY ONE)
☐ Yes
☐ No

22. Do you typically use magazines for: (CHECK ALL THAT APPLY)
☐ personal reading
☐ reading to children
☐ reading to family or friends

23. Please rate your overall satisfaction with braille magazines you receive from your library across each of the following areas: (CHECK ONE BOX FOR EACH ASPECT OF SERVICE)

Timeliness of magazines	☐ Satisfied	☐ Neutral	☐ Dissatisfied
Choice of titles available	☐ Satisfied	☐ Neutral	☐ Dissatisfied
Choice of subject areas available	☐ Satisfied	☐ Neutral	☐ Dissatisfied
Overall quality of magazines	☐ Satisfied	☐ Neutral	☐ Dissatisfied

General Instructions

The cassette tape included in this package contains a narrated version of the questionnaire. It has been provided for information purposes only and does not need to be returned. For purposes of this questionnaire, when we mention "library," we mean your library for the blind. "Flexible discs" are flexible phonograph records.

If you need assistance in completing your questionnaire, or have any questions, you can call Bosma & Associates at our toll-free number from July 18-31. Our interviewers will be available Monday through Saturday from 11:00 a.m. to 7:00 p.m. Pacific Daylight Time (2:00 p.m. to 10:00 p.m. Eastern Daylight Time) to take your responses and answer any questions about the survey.

1. Please indicate your age: (CHECK ONLY ONE)
☐ 4 to 12 years of age
☐ 13 to 21 years of age
☐ 22 to 44 years of age
☐ 45 to 64 years of age
☐ 65 to 79 years of age
☐ 80 years or more

2. Please indicate your gender: (CHECK ONLY ONE)
☐ female
☐ male

3. Please indicate your ethnic background: (CHECK ONLY ONE)
☐ African American
☐ Hispanic
☐ White/Caucasian
☐ Native American
☐ Asian American
☐ Other

4. Which do you consider to be your primary language? (CHECK ONLY ONE)
☐ English
☐ Spanish
☐ Asian (e.g., Chinese, Japanese, Cambodian etc.)
☐ French
☐ German
☐ Other

5. At what age did you first begin to use braille or audio materials for reading? (CHECK ONLY ONE)
☐ 4 to 12 years of age
☐ 13 to 21 years of age
☐ 22 to 44 years of age
☐ 45 to 64 years of age
☐ 65 to 79 years of age
☐ 80 years or more

6. Which of the following types of disabilities best describe your situation? (CHECK ALL THAT APPLY)
☐ Blind
☐ Visually Impaired
☐ Physically Disabled
☐ Deaf/Hard-of-Hearing
☐ Reading Disabled

7. Which of the following kinds of materials do you read, in any format and from any source? (CHECK ALL THAT APPLY)
☐ Magazines
☐ Books
☐ Newspapers

8. How often do you read any of the materials mentioned in the preceding question? (CHECK ONLY ONE)
☐ Daily
☐ Weekly
☐ Monthly

9. Please indicate your preferred reading/learning mode: (CHECK ONLY ONE)
☐ Regular print
☐ Large print
☐ Low-vision aids
☐ Braille
☐ Audio

10. Which of the following formats do you use to access information in magazines, books, or newspapers? (CHECK ALL THAT APPLY)
☐ Print
☐ Braille
☐ Flexible Disc
☐ Cassette
☐ Electronic

11. Which of the following formats is your preferred format for accessing information in magazines, books, or newspapers? (CHECK ONLY ONE)
☐ Print
☐ Braille
☐ Flexible Disc
☐ Cassette
☐ Electronic

12. Do you read: (CHECK ONLY ONE)
☐ primarily to obtain information of interest to you
☐ primarily for leisure/pleasure purposes
☐ to both obtain information of interest to you and for leisure/pleasure purposes

13. Does the length of a book or magazine article influence the materials you choose to read? (CHECK ONLY ONE)
☐ Yes
☐ No

14. How many magazines do you currently receive on flexible disc? (CHECK ONLY ONE)
- ☐ None
- ☐ 1 subscription
- ☐ 2 to 3 subscriptions
- ☐ 4 to 5 subscriptions
- ☐ 6 to 10 subscriptions
- ☐ 11 or more subscriptions

15. How many magazines do you currently receive on cassette from any source? (CHECK ONLY ONE)
- ☐ None
- ☐ 1 subscription
- ☐ 2 to 3 subscriptions
- ☐ 4 to 5 subscriptions
- ☐ 6 to 10 subscriptions
- ☐ 11 or more subscriptions

16. How many of the flexible disc magazines you receive do you read with some regularity? (CHECK ONLY ONE)
- ☐ None
- ☐ 1 of the magazines
- ☐ 2 to 3 of the magazines
- ☐ 4 to 5 of the magazines
- ☐ 6 to 10 of the magazines
- ☐ 11 or more of the magazines

17. Indicate your level of interest in receiving a magazine in each of the following subject areas. Please consider magazines you currently receive as well as those you do not receive but would like to.

(1) = Very Interested
(2) = Moderately Interested
(3) = Somewhat Interested
(4) = Not Interested

Subject Area				
Animals/Pets	☐ 1	☐ 2	☐ 3	☐ 4
Book Reviews	☐ 1	☐ 2	☐ 3	☐ 4
Children's	☐ 1	☐ 2	☐ 3	☐ 4
Communications (radio, telephone, etc.)	☐ 1	☐ 2	☐ 3	☐ 4
Computers/Computing	☐ 1	☐ 2	☐ 3	☐ 4
Consumer Concerns	☐ 1	☐ 2	☐ 3	☐ 4
Cooking	☐ 1	☐ 2	☐ 3	☐ 4
Crafts	☐ 1	☐ 2	☐ 3	☐ 4
Ethnic Interests	☐ 1	☐ 2	☐ 3	☐ 4
Fiction: Mystery/Detective	☐ 1	☐ 2	☐ 3	☐ 4
Fiction: Romance	☐ 1	☐ 2	☐ 3	☐ 4
Fiction: Science Fiction	☐ 1	☐ 2	☐ 3	☐ 4
Fiction: Westerns	☐ 1	☐ 2	☐ 3	☐ 4
Finance/Money/Investing	☐ 1	☐ 2	☐ 3	☐ 4
Gardening	☐ 1	☐ 2	☐ 3	☐ 4
General Culture (wide range of topics)	☐ 1	☐ 2	☐ 3	☐ 4
Health/Nutrition	☐ 1	☐ 2	☐ 3	☐ 4
History	☐ 1	☐ 2	☐ 3	☐ 4
Home	☐ 1	☐ 2	☐ 3	☐ 4
International Affairs	☐ 1	☐ 2	☐ 3	☐ 4
Journalism and Writing	☐ 1	☐ 2	☐ 3	☐ 4
Literary	☐ 1	☐ 2	☐ 3	☐ 4
Men	☐ 1	☐ 2	☐ 3	☐ 4
Nature/Outdoors	☐ 1	☐ 2	☐ 3	☐ 4
News/Current Events	☐ 1	☐ 2	☐ 3	☐ 4
Parenting	☐ 1	☐ 2	☐ 3	☐ 4
Poetry	☐ 1	☐ 2	☐ 3	☐ 4
Political	☐ 1	☐ 2	☐ 3	☐ 4
Popular Culture (movies, music, people)	☐ 1	☐ 2	☐ 3	☐ 4
Recreational Projects for the Home	☐ 1	☐ 2	☐ 3	☐ 4
Retirement	☐ 1	☐ 2	☐ 3	☐ 4
Science	☐ 1	☐ 2	☐ 3	☐ 4
Sports	☐ 1	☐ 2	☐ 3	☐ 4
Travel	☐ 1	☐ 2	☐ 3	☐ 4
Teenage	☐ 1	☐ 2	☐ 3	☐ 4
Women	☐ 1	☐ 2	☐ 3	☐ 4

18. Please indicate the three reading/subject interest areas that are most important to you. Please consider magazines you currently receive as well as those you do not receive but would like to. (CHECK ONLY THREE)

☐ Animals/Pets
☐ Book Reviews
☐ Children's
☐ Communications (radio, telephone, etc.)
☐ Computers/Computing
☐ Consumer Concerns
☐ Cooking
☐ Crafts
☐ Ethnic Interests
☐ Fiction: Mystery/Detective
☐ Fiction: Romance
☐ Fiction: Science Fiction
☐ Fiction: Westerns
☐ Finance/Money/Investing
☐ Gardening
☐ General Culture (wide range of topics)
☐ Health/Nutrition
☐ History
☐ Home
☐ International Affairs
☐ Journalism and Writing
☐ Literary
☐ Men
☐ Nature/Outdoors
☐ News/Current Events
☐ Parenting
☐ Poetry
☐ Political
☐ Popular Culture (movies, music, people)
☐ Recreational Projects for the Home
☐ Retirement
☐ Science
☐ Sports
☐ Travel
☐ Teenage
☐ Women

19. If the Library were to start publishing a new magazine of interest to you, would you be more or less likely to subscribe to the magazine if it were produced on audio cassette? (CHECK ONLY ONE)
☐ More likely to subscribe if published on cassette
☐ Less likely to subscribe if published on cassette

20. If the Library were to offer more "compilation" magazines, i.e., collections of articles organized around a specific theme or topic from multiple sources, would you be more or less likely to subscribe to that type of magazine than a more traditional one? (CHECK ONLY ONE)
☐ More likely to subscribe to a compilation magazine
☐ Less likely to subscribe to a compilation magazine
☐ No opinion

21. When selecting a magazine to read, is a magazine of more interest to you because it provides general information or because it explores a topic/issue in detail? (CHECK ONLY ONE)
☐ Of more interest to me because it provides general information
☐ Of more interest to me because it explores a topic/issue in detail

22. Have you ever requested a back issue of a magazine from the Library? (CHECK ONLY ONE)
☐ Yes
☐ No

23. Do you typically use magazines for: (CHECK ALL THAT APPLY)
☐ personal reading
☐ reading to children
☐ reading to family or friends

24. Do you subscribe to "Magazine of the Month"?
☐ No *(Skip to Question 28)*
☐ Yes *(Please answer Questions 25, 26, and 27)*

25. How often do you read "Magazine of the Month"?
☐ Always
☐ Often
☐ Sometimes
☐ Rarely
☐ Never

26. How often does the subject matter of "Magazine of the Month" appeal to your personal reading interests?
☐ Always
☐ Often
☐ Sometimes
☐ Rarely
☐ Never

27. How important to you is the variety of subject matter offered through "Magazine of the Month"?
☐ Very Important
☐ Moderately Important
☐ Somewhat Important
☐ Not at All Important

28. Please rate your overall satisfaction with your flexible disc magazines across each of the following areas: (CHECK ONE BOX FOR EACH ASPECT OF SERVICE)

Timeliness of magazines	☐ Satisfied	☐ Neutral	☐ Dissatisfied
Choice of titles available	☐ Satisfied	☐ Neutral	☐ Dissatisfied
Choice of subject areas available	☐ Satisfied	☐ Neutral	☐ Dissatisfied
Overall quality of magazines	☐ Satisfied	☐ Neutral	☐ Dissatisfied

General Instructions

The cassette tape included in this package contains a narrated version of the questionnaire. It has been provided for information purposes only and does not need to be returned. For purposes of this questionnaire, when we mention "library," we mean your library for the blind. "Flexible discs" are flexible phonograph records.

If you need assistance in completing your questionnaire, or have any questions, you can call Bosma & Associates at our toll-free number from July 18-31. Our interviewers will be available Monday through Saturday from 11:00 a.m. to 7:00 p.m. Pacific Daylight Time (2:00 p.m. to 10:00 p.m. Eastern Daylight Time) to take your responses and answer any questions about the survey.

1. Please indicate your age: (CHECK ONLY ONE)
☐ 4 to 12 years of age
☐ 13 to 21 years of age
☐ 22 to 44 years of age
☐ 45 to 64 years of age
☐ 65 to 79 years of age
☐ 80 years or more

2. Please indicate your gender: (CHECK ONLY ONE)
☐ female
☐ male

3. Please indicate your ethnic background: (CHECK ONLY ONE)
☐ African American
☐ Hispanic
☐ White/Caucasian
☐ Native American
☐ Asian American
☐ Other

4. Which do you consider to be your primary language? (CHECK ONLY ONE)
☐ English
☐ Spanish
☐ Asian (e.g., Chinese, Japanese, Cambodian etc.)
☐ French
☐ German
☐ Other

5. At what age did you first begin to use braille or audio materials for reading? (CHECK ONLY ONE)
☐ 4 to 12 years of age
☐ 13 to 21 years of age
☐ 22 to 44 years of age
☐ 45 to 64 years of age
☐ 65 to 79 years of age
☐ 80 years or more

6. Which of the following types of disabilities best describe your situation? (CHECK ALL THAT APPLY)
☐ Blind
☐ Visually Impaired
☐ Physically Disabled
☐ Deaf/Hard-of-Hearing
☐ Reading Disabled

7. Which of the following kinds of materials do you read, in any format and from any source? (CHECK ALL THAT APPLY)
☐ Magazines
☐ Books
☐ Newspapers

8. How often do you read any of the materials mentioned in the preceding question? (CHECK ONLY ONE)
☐ Daily
☐ Weekly
☐ Monthly

9. Please indicate your preferred reading/learning mode: (CHECK ONLY ONE)
☐ Regular print
☐ Large print
☐ Low-vision aids
☐ Braille
☐ Audio

10. Which of the following formats do you use to access information in magazines, books, or newspapers? (CHECK ALL THAT APPLY)
☐ Print
☐ Braille
☐ Flexible Disc
☐ Cassette
☐ Electronic

11. Which of the following formats is your preferred format for accessing information in magazines, books, or newspapers? (CHECK ONLY ONE)
☐ Print
☐ Braille
☐ Flexible Disc
☐ Cassette
☐ Electronic

12. Do you read: (CHECK ONLY ONE)
☐ primarily to obtain information of interest to you
☐ primarily for leisure/pleasure purposes
☐ to both obtain information of interest to you and for leisure/pleasure purposes

13. Does the length of a book or magazine article influence the materials you choose to read? (CHECK ONLY ONE)
☐ Yes
☐ No

If you indicated that you read magazines in Question #7, please answer Questions #14 through #16 and then continue on with the questionnaire. If you do not read magazines, please skip to Question #17.

14. How many magazines do you currently subscribe to and/or read on a regular basis? (CHECK ONLY ONE)
☐ None
☐ 1 subscription
☐ 2 to 3 subscriptions
☐ 4 to 5 subscriptions
☐ 6 to 10 subscriptions
☐ 11 or more subscriptions

15. Which of the following formats do you use to access information in magazines? (CHECK ALL THAT APPLY)
☐ Print
☐ Braille
☐ Flexible Disc
☐ Cassette
☐ Electronic

16. Do you read any of the flexible disc magazines available through your library's magazine program? (CHECK ONLY ONE)
☐ Yes (SKIP TO QUESTION #19)
☐ No (PLEASE CONTINUE WITH QUESTION #17)

17. Have you ever subscribed to a flexible-disc magazine from your talking-book library? (CHECK ONLY ONE)
☐ Yes
☐ No

18. What are your reasons for not receiving any flexible disc magazines? (CHECK ALL THAT APPLY)
☐ I am not aware of the Magazine Program
☐ I am not interested in any of the magazine titles currently available
☐ I am not interested in any of the subject/content areas currently available
☐ I do not choose to read magazines
☐ I get the magazines I read elsewhere, e.g., news stand
☐ I do not like to use flexible discs

19. Indicate your level of interest in receiving a magazine in each of the following subject areas. Please consider reading materials you currently receive as well as those you do not receive but would like to.

(1) = Very Interested
(2) = Moderately Interested
(3) = Somewhat Interested
(4) = Not Interested

Subject Area				
Animals/Pets	☐ 1	☐ 2	☐ 3	☐ 4
Book Reviews	☐ 1	☐ 2	☐ 3	☐ 4
Children's	☐ 1	☐ 2	☐ 3	☐ 4
Communications (radio, telephone, etc.)	☐ 1	☐ 2	☐ 3	☐ 4
Computers/Computing	☐ 1	☐ 2	☐ 3	☐ 4
Consumer Concerns	☐ 1	☐ 2	☐ 3	☐ 4
Cooking	☐ 1	☐ 2	☐ 3	☐ 4
Crafts	☐ 1	☐ 2	☐ 3	☐ 4
Ethnic Interests	☐ 1	☐ 2	☐ 3	☐ 4
Fiction: Mystery/Detective	☐ 1	☐ 2	☐ 3	☐ 4
Fiction: Romance	☐ 1	☐ 2	☐ 3	☐ 4
Fiction: Science Fiction	☐ 1	☐ 2	☐ 3	☐ 4
Fiction: Westerns	☐ 1	☐ 2	☐ 3	☐ 4
Finance/Money/Investing	☐ 1	☐ 2	☐ 3	☐ 4
Gardening	☐ 1	☐ 2	☐ 3	☐ 4
General Culture (wide range of topics)	☐ 1	☐ 2	☐ 3	☐ 4
Health/Nutrition	☐ 1	☐ 2	☐ 3	☐ 4
History	☐ 1	☐ 2	☐ 3	☐ 4
Home	☐ 1	☐ 2	☐ 3	☐ 4
International Affairs	☐ 1	☐ 2	☐ 3	☐ 4
Journalism and Writing	☐ 1	☐ 2	☐ 3	☐ 4
Literary	☐ 1	☐ 2	☐ 3	☐ 4
Men	☐ 1	☐ 2	☐ 3	☐ 4
Nature/Outdoors	☐ 1	☐ 2	☐ 3	☐ 4
News/Current Events	☐ 1	☐ 2	☐ 3	☐ 4
Parenting	☐ 1	☐ 2	☐ 3	☐ 4
Poetry	☐ 1	☐ 2	☐ 3	☐ 4
Political	☐ 1	☐ 2	☐ 3	☐ 4
Popular Culture (movies, music, people)	☐ 1	☐ 2	☐ 3	☐ 4
Recreational Projects for the Home	☐ 1	☐ 2	☐ 3	☐ 4
Retirement	☐ 1	☐ 2	☐ 3	☐ 4
Science	☐ 1	☐ 2	☐ 3	☐ 4
Sports	☐ 1	☐ 2	☐ 3	☐ 4
Travel	☐ 1	☐ 2	☐ 3	☐ 4
Teenage	☐ 1	☐ 2	☐ 3	☐ 4
Women	☐ 1	☐ 2	☐ 3	☐ 4

20. Please indicate the three reading/subject interest areas that are most important to you. Please consider reading materials you currently receive as well as those you do not receive but would like to. CHECK ONLY THREE)

☐ Animals/Pets
☐ Book Reviews
☐ Children's
☐ Communications (radio, telephone, etc.)
☐ Computers/Computing
☐ Consumer Concerns
☐ Cooking
☐ Crafts
☐ Ethnic Interests
☐ Fiction: Mystery/Detective
☐ Fiction: Romance
☐ Fiction: Science Fiction
☐ Fiction: Westerns
☐ Finance/Money/Investing
☐ Gardening
☐ General Culture (wide range of topics)
☐ Health/Nutrition
☐ History
☐ Home
☐ International Affairs
☐ Journalism and Writing
☐ Literary
☐ Men
☐ Nature/Outdoors
☐ News/Current Events
☐ Parenting
☐ Poetry
☐ Political
☐ Popular Culture (movies, music, people)
☐ Recreational Projects for the Home
☐ Retirement
☐ Science
☐ Sports
☐ Travel
☐ Teenage
☐ Women

21. If the Library were to start publishing a new magazine of interest to you, would you be more or less likely to subscribe to the magazine if it were produced on audio cassette? (CHECK ONLY ONE)
☐ More likely to subscribe if published in cassette
☐ Less likely to subscribe if published in cassette

22. If the Library were to offer more "compilation" magazines, i.e., collections of articles organized around a specific theme or topic from multiple sources, would you be more or less likely to subscribe to that type of magazine than a more traditional one? (CHECK ONLY ONE)
☐ More likely to subscribe to a compilation magazine
☐ Less likely to subscribe to a compilation magazine
☐ No opinion

23. When selecting a magazine to read, is a magazine of more interest to you because it provides general information or because it explores a topic/issue in detail? (CHECK ONLY ONE)
☐ Of more interest to me because it provides general information
☐ Of more interest to me because it explores a topic/issue in detail

24. Have you ever requested a back issue of a magazine from the Library? (CHECK ONLY ONE)
☐ Yes
☐ No

25. Do you typically use magazines for: (CHECK ALL THAT APPLY)
☐ personal reading
☐ reading to children
☐ reading to family or friends

Appendix B: Librarian Survey Instrument

Regional/Subregional Librarian Survey

1. From your perspective, do you feel that most of your magazine patrons read: (CHECK ONLY ONE)
   ☐ primarily to obtain information of interest to them
   ☐ primarily for leisure/pleasure purposes
   ☐ to both obtain information of interest to them and for leisure/pleasure purposes

2. When selecting a magazine to read, is a magazine of more interest to your patrons because it provides general information or because it explores a topic/issue in detail? (CHECK ONLY ONE)
   ☐ Of more interest to them because it provides general information
   ☐ Of more interest to them because it explores a topic/issue in detail

3. From your perspective, what are the **two** most common reasons that more NLS patrons do not subscribe to **audio** magazines? (CHECK ONLY TWO)
   ☐ They are not aware of the magazine program
   ☐ They are not interested in any of the magazine titles currently available
   ☐ They are not interested in any of the subject/content areas currently available
   ☐ They do not choose to read magazines
   ☐ They prefer to read print magazines
   ☐ They do not like to use flexible discs

4. Approximately how often do users request magazine titles NOT available in special format? (CHECK ONLY ONE)
   ☐ Never (SKIP TO QUESTION 5)
   ☐ Daily
   ☐ Weekly
   ☐ Monthly
   ☐ Several times a year

   4a. List the three titles most often requested:

   Title #1: ____________________

   Title #2: ____________________

   Title #3: ____________________

5. For each of the following reading/subject interest areas, please indicate how important you think it is for NLS to produce an **audio** magazine in that area.

(1) = Very Important
(2) = Moderately Important
(3) = Somewhat Important
(4) = Not Important

Subject Area				
Animals/Pets	☐ 1	☐ 2	☐ 3	☐ 4
Book Reviews	☐ 1	☐ 2	☐ 3	☐ 4
Children's	☐ 1	☐ 2	☐ 3	☐ 4
Communications (radio, telephone, etc.)	☐ 1	☐ 2	☐ 3	☐ 4
Computers/Computing	☐ 1	☐ 2	☐ 3	☐ 4
Consumer Concerns	☐ 1	☐ 2	☐ 3	☐ 4
Cooking	☐ 1	☐ 2	☐ 3	☐ 4
Crafts	☐ 1	☐ 2	☐ 3	☐ 4
Ethnic Interests	☐ 1	☐ 2	☐ 3	☐ 4
Fiction: Mystery/Detective	☐ 1	☐ 2	☐ 3	☐ 4
Fiction: Romance	☐ 1	☐ 2	☐ 3	☐ 4
Fiction: Science Fiction	☐ 1	☐ 2	☐ 3	☐ 4
Fiction: Westerns	☐ 1	☐ 2	☐ 3	☐ 4
Finance/Money/Investing	☐ 1	☐ 2	☐ 3	☐ 4
Gardening	☐ 1	☐ 2	☐ 3	☐ 4
General Culture (wide range of topics)	☐ 1	☐ 2	☐ 3	☐ 4
Health/Nutrition	☐ 1	☐ 2	☐ 3	☐ 4
History	☐ 1	☐ 2	☐ 3	☐ 4
Home	☐ 1	☐ 2	☐ 3	☐ 4
International Affairs	☐ 1	☐ 2	☐ 3	☐ 4
Journalism and Writing	☐ 1	☐ 2	☐ 3	☐ 4
Literary	☐ 1	☐ 2	☐ 3	☐ 4
Men	☐ 1	☐ 2	☐ 3	☐ 4
Nature/Outdoors	☐ 1	☐ 2	☐ 3	☐ 4
News/Current Events	☐ 1	☐ 2	☐ 3	☐ 4
Parenting	☐ 1	☐ 2	☐ 3	☐ 4
Poetry	☐ 1	☐ 2	☐ 3	☐ 4
Political	☐ 1	☐ 2	☐ 3	☐ 4
Popular Culture (movies, music, people)	☐ 1	☐ 2	☐ 3	☐ 4
Recreational Projects for the Home	☐ 1	☐ 2	☐ 3	☐ 4
Retirement	☐ 1	☐ 2	☐ 3	☐ 4
Science	☐ 1	☐ 2	☐ 3	☐ 4
Sports	☐ 1	☐ 2	☐ 3	☐ 4
Travel	☐ 1	☐ 2	☐ 3	☐ 4
Teenage	☐ 1	☐ 2	☐ 3	☐ 4
Women	☐ 1	☐ 2	☐ 3	☐ 4
Other ______________________________	☐ 1	☐ 2	☐ 3	☐ 4

6. For each of the following reading/subject interest areas, please indicate how important you think it is for NLS to produce a **braille** magazine in that area.

(1) = Very Important
(2) = Moderately Important
(3) = Somewhat Important
(4) = Not Important

Subject Area				
Animals/Pets	☐ 1	☐ 2	☐ 3	☐ 4
Book Reviews	☐ 1	☐ 2	☐ 3	☐ 4
Children's	☐ 1	☐ 2	☐ 3	☐ 4
Communications (radio, telephone, etc.)	☐ 1	☐ 2	☐ 3	☐ 4
Computers/Computing	☐ 1	☐ 2	☐ 3	☐ 4
Consumer Concerns	☐ 1	☐ 2	☐ 3	☐ 4
Cooking	☐ 1	☐ 2	☐ 3	☐ 4
Crafts	☐ 1	☐ 2	☐ 3	☐ 4
Ethnic Interests	☐ 1	☐ 2	☐ 3	☐ 4
Fiction: Mystery/Detective	☐ 1	☐ 2	☐ 3	☐ 4
Fiction: Romance	☐ 1	☐ 2	☐ 3	☐ 4
Fiction: Science Fiction	☐ 1	☐ 2	☐ 3	☐ 4
Fiction: Westerns	☐ 1	☐ 2	☐ 3	☐ 4
Finance/Money/Investing	☐ 1	☐ 2	☐ 3	☐ 4
Gardening	☐ 1	☐ 2	☐ 3	☐ 4
General Culture (wide range of topics)	☐ 1	☐ 2	☐ 3	☐ 4
Health/Nutrition	☐ 1	☐ 2	☐ 3	☐ 4
History	☐ 1	☐ 2	☐ 3	☐ 4
Home	☐ 1	☐ 2	☐ 3	☐ 4
International Affairs	☐ 1	☐ 2	☐ 3	☐ 4
Journalism and Writing	☐ 1	☐ 2	☐ 3	☐ 4
Literary	☐ 1	☐ 2	☐ 3	☐ 4
Men	☐ 1	☐ 2	☐ 3	☐ 4
Nature/Outdoors	☐ 1	☐ 2	☐ 3	☐ 4
News/Current Events	☐ 1	☐ 2	☐ 3	☐ 4
Parenting	☐ 1	☐ 2	☐ 3	☐ 4
Poetry	☐ 1	☐ 2	☐ 3	☐ 4
Political	☐ 1	☐ 2	☐ 3	☐ 4
Popular Culture (movies, music, people)	☐ 1	☐ 2	☐ 3	☐ 4
Recreational Projects for the Home	☐ 1	☐ 2	☐ 3	☐ 4
Retirement	☐ 1	☐ 2	☐ 3	☐ 4
Science	☐ 1	☐ 2	☐ 3	☐ 4
Sports	☐ 1	☐ 2	☐ 3	☐ 4
Travel	☐ 1	☐ 2	☐ 3	☐ 4
Teenage	☐ 1	☐ 2	☐ 3	☐ 4
Women	☐ 1	☐ 2	☐ 3	☐ 4
Other ______________________	☐ 1	☐ 2	☐ 3	☐ 4

7. If NLS were to offer more "compilation" magazines, i.e., collections of articles organized around a specific theme or topic from multiple magazines, would your patrons be more or less likely to subscribe to that type of magazine than a more traditional one? (CHECK ONLY ONE)

☐ More likely to subscribe to a compilation magazine
☐ Less likely to subscribe to a compilation magazine
☐ No opinion

8. How well does the **flexible disc** magazine program meet the needs of your patrons in each of the following areas: (CHECK ONE BOX FOR EACH ASPECT OF SERVICE)

Choice of titles available ☐ Very Well ☐ Moderately Well ☐ Poorly

What additions would you recommend, if any?

Choice of subject areas available ☐ Very Well ☐ Moderately Well ☐ Poorly

What additions would you recommend, if any?

9. How well does the **braille** magazine program meet the needs of your patrons in each of the following areas: (CHECK ONE BOX FOR EACH ASPECT OF SERVICE)

Choice of titles available ☐ Very Well ☐ Moderately Well ☐ Poorly

What additions would you recommend, if any?

Choice of subject areas available ☐ Very Well ☐ Moderately Well ☐ Poorly

What additions would you recommend, if any?

10. One goal of the magazine program is to provide titles of interest to each age group. Do you think that the interests of any age group are under represented in the magazine collection?
☐ No (SKIP TO QUESTION 11)
☐ Yes

10a. Please indicate which age group(s) you feel is under represented:

11. Do you think there are any subject areas in which interest is so strong that NLS should consider producing more than one title in those subject areas in a given medium?
☐ No (SKIP TO QUESTION 12)
☐ Yes

11a. Please indicate those subject area(s) below:

12. What other suggestions, if any, would you make for improving the **content** of the NLS magazine program?

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